AUGUST 17, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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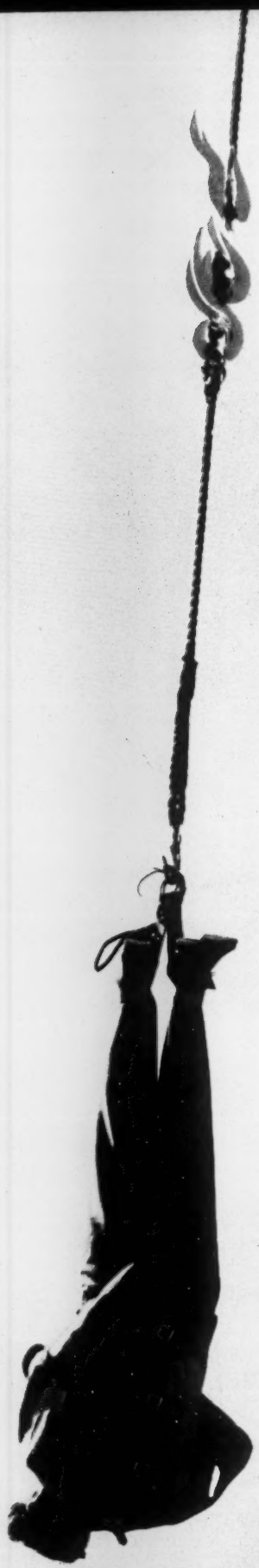
NBC Edward Petry & Co.
National Representatives

COURTESY OF KENDALL REFIN'NG COMPANY

The best advertising for KPRC-TV, The Houston Television Station is done on Houston's television screens. That's where performance records are really written. You'll get your own testimonial on the benefits of Quality Salesmanship. The sure, trouble-free and economical operation will delight both you and your advertising budget.

Ask your Petry man for it now



Available for the first time because...

YOU ASKED FOR IT!

WITH SMILING JACK SMITH as host, this famous favorite of TV half-hours—**YOU ASKED FOR IT**—is now available on film for your markets.

With ratings consistently around 20 and better in all services, **YOU ASKED FOR IT** has a family audience ideally balanced between men, women and children... a huge audience of prospective customers.

PRE-TESTED for more than 8 years on 81 network stations, **YOU ASKED FOR IT** has never been without a sponsor. One sponsor reports that, using this program as his only advertising, his business increased 5 times in 4 years.

80,000 MAIL COUNT per year every year verifies audience interest ... and interest means potential sales.

104 EPISODES AVAILABLE right now... so investigate **YOU ASKED FOR IT** today.

CROSBY / BROWN PRODUCTIONS

BING CROSBY, Chairman • KENYON BROWN, President
Telephone or wire collect:
HENRY R. FLYNN, General Manager
1000 North Cahuenga Blvd., Hollywood 38, Calif., HOllywood 2-7311

Check these other shows from CROSBY/BROWN who produce and syndicate non-fiction, true-to-life travel and adventure programs.

VITAL

to Houston . . . Some of the best transportation facilities in the world provide a vital link and outlet to the spectacular Houston economy. Outstanding facilities by land, air, or from the sea through the great Port of Houston, third largest in the nation, makes Texas' largest city one of the most accessible cities in the world. A vital link also in the lives of the dynamic people of Houston is KTRK-TV with news, public service, and popular family entertainment.

KTRK-TV Channel 13
THE CHRONICLE STATION

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.

EFFECTIVE BUYING INCOME per family in the WGAL-TV coverage area is $6,461. Advertise your product where there is money to buy it! WGAL-TV reaches all of the rich Lancaster-Harrisburg-York market.

AMERICA'S 10th TV MARKET

WGAL-TV

Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Bent on quizzer quiz • While Chairman Oren Harris (D-Ark.) refuses to comment, his House Legislative Oversight Subcommittee is making every effort to hold first round of hearings in tv quiz investigation prior to adjournment of present session. This is less than month away even in estimates of most pessimistic congressmen.

Rep. Harris refused to confirm or deny these reports. He said: "We will not hold hearings until we are ready and we are not ready." However, several other subcommittee sources maintained, when investigation was first announced, they had enough damaging evidence to proceed without grand jury testimony (see story, page 76). Adding to hearing prospects is fact parent Commerce Committee, also headed by Rep. Harris, has no hearings on calendar for remainder of session. This also is true of all subcommittees.

Investors alert • Quests for tv stations by well-heeled interests are at all-time high. In addition to motion picture companies (20th Century-Fox, Columbia Pictures, National Theatres & Television Inc.) at least dozen other interests, some of which already have footholds, are seeking new properties. Optimistic reports of Wall Street houses on tv futures have heightened investor interest.

Although unconfirmed, one report of significance was that General Electric Co., pioneer in broadcasting and owner of WGY (AM), WGFM (FM) and WRGB (TV) Schenectady, N.Y., would seek its full quota of tv and possibly am stations. GE formerly owned KGO San Francisco and KOA Denver (before tv) but for past two decades has operated only Schenectady stations.

On labor front • In Washington last week for hard-won labor reform bill fight was Ward L. Quaal, vice president-general manager of WGN Inc., Chicago, and chairman of NAB Labor Relations Advisory Committee, who worked with Charles H. Tower, NAB's manager of broadcast personnel & economics. Seeking to offset open lobbying of labor forces opposing Griffin-Landrum measure, they indoctrinated House leadership on dire effects mild reform legislation would have upon freedom of stations to maintain uninterrupted service. Broadcasters supported successful Griffin-Landrum measure because it would clarify secondary boycott provisions and outlaw blackmail picketing which has caused great injury to struck stations in recent months.

Combating catv • In new all-out effort to combat inroads of catv operators, newly organized Hometown Free Tv Stations are soliciting support, both politically and financially. William C. Grove, KFBC-TV Cheyenne, Wyo., and KSTF (TV) Scottsbluff, Neb., as temporary president, has written similarly situated stations asking that donations be sent to him or to Marshall Pengra, treasurer, at KLTV (TV) Tyler, Texas. Regular members are asked to subscribe $200 for initiation, plus one-hour rate per month for 18 months. Associate members are simply asked to make contributions.

New Ayer center • N.W. Ayer & Son will install New York tv communications center in new Time-Life Bldg. quarters to be occupied this winter. Facilities planned include modern tv studio with 16-mm and 35-mm cameras and projection and reception of videotape. Move also will consolidate offices of programming, commercial production and other New York functions of Ayer which now occupy space in various offices at 30 Rockefeller Plaza and at International Bldg.

Falcon advance • Ford Div.'s "compact" automobile (Falcon) is not waiting for its early October introduction to start promotion on broadcast media. Plans reportedly underway for use of NBC Radio's *Monitor* in September, full month in advance of auto's introduction date. Tv also will be involved.

Montana tv bid • New option for acquisition of KFBB-AM-TV Great Falls, Mont. has been procured by group of three investors identified with broadcasting-motion picture field and may be exercised later this month or next. Price for 100% of stock is in area of $616,000, with Joseph P. Wilkins, president and general manager, and several associates holding 2,305 out of 2,800 shares. Transaction, if and when consummated, would constitute second recent negotiation for sale of property by Wilkins group. Previous transaction with group headed by Ed Craney, Montana broadcaster, was dropped last year because of prospective catv competition. KFBB-TV is on ch. 5 and affiliated with all three networks. KFBB operates on 1310 kc with 5 kw fulltime.

Reason for denial • Behind special Senate Foreign Relations Subcommittee refusal to ok NARBA-Mexican treaty agreements (BROADCASTING, Aug. 10) was senators' desire to protect further efforts by daytimers for extended hours. FCC had denied daytime petition same week subcommittee, headed by Sen. Wayne Morse (D-Ore.), held one day hearing on international broadcast agreements (BROADCASTING, July 13). Consensus among five senators on committee was that no action should be taken prejudicing daytimer case until all legal steps had been exhausted and also view that further delay would make no difference since treaties have been awaiting ratification since 1950.

Catv and pay tv • Capitol Hill, which manifests concern in all things tv, is noting with interest investment house study (Value Line Survey, Arnold Bernhard & Co.) of National Theatres Inc., which recently became National Theatres & Television Inc. Study mentions recent acquisition by NT&T (BROADCASTING, June 29) of seven-year old Williamsport (Pa.) Tv Cable Corp., feeding 8,500 homes by catv, and with potential of 15,000 customers, at estimated cost of $1 to $1.5 million.

*Being scrutinized is this observation: "We consider the transaction to be important in terms of National's future potential. In our opinion the community's television system represents a stepping-stone for National Theatres into pay tv. If, indeed, National employs Williamsport as a testing ground ***it would be the first theatre company to enter the field. Should pay tv materialize as this service believes likely, National Theatres would then have a substantial head start."*

That canon again • First concrete step toward removal of Canon 35, anti-broadcast clause, from American Bar Assn. and state codes of ethics is expected this weekend as ABA convention gets under way at Miami. This will be foot-in-the-door proposal to exempt traffic court proceedings from courtroom broadcast ban, originating in ABA's Traffic Safety Committee. Chance of affirmative action this year by ABA House of Delegates is believed slim though recent North Dakota embroglio in which traffic court broadcasts were halted by Canon 35 points to ridiculous results of ABA's ethical rule, adopted in pre-tv era.

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IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH
WJBK-TV

CBS PROGRAMMING • CHANNEL 2

Sales are UP in booming Detroit

Dept. Store Sales	UP 17.5%
New Car Sales	UP 76.5%
Factory Payrolls	UP 26.3%
Car and Truck Output	UP 66.7%

And UP is definitely the word for WJBK-TV viewers

Both July and June ARB 35.2% of audience—almost 20% higher than any other Detroit station.

(—one of CBS' highest in any 4-or-more station market.)

You know where your audience and sales are going with WJBK-TV—They're going UP!

a STORER station

CALL **KATZ**
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1

WEEK IN BRIEF

MR. JOHNS

Radio sells the salesman, too • When the Southern California Chevrolet Dealers wanted to sell more cars to more people by the time-tested technique of inducing their salesmen to make personal phone calls to prospects, they learned from their advertising agency that a radio campaign could sell both prospect and salesman. The case history is related by Jess M. Johns, president, Eisaman-Johns Adv., Los Angeles, in this week's MONDAY MEMO. Page **21.**

Three for the show • Chief executives of the tv networks, going into the tightest competitive season yet, describe their individual program philosophies in exclusive interviews with BROADCASTING editors. ABC-TV's Oliver Treyz, CBS-TV's Louis Cowan and NBC-TV's Robert Sarnoff tell why each thinks he's on the right track. Page **27.**

Coffee commercial perks • The story of Maxwell House's new spot commercial: A theme, a sound and a visualization. Page **37.**

Friendly Schenley (Part II) • It lilts, it's folksy and it repeats the name of Schenley at least nine times in 55-seconds. Demonstration commercial is played for newsmen. Page **42.**

Glass-house gang • Libby-Owens-Ford is building its entire sales program for the coming season around the ABC-TV series, *Bourbon Street Beat*. Distributors were enlisted in the elaborate campaign at a national sales conference, held on closed-circuit tv. Page **44.**

Big results in small market radio • Here's how Pet Milk Co., Gardner Adv., Keystone Broadcasting System each year utilize a low-cost country & western music talent contest for a happy payoff. Page **46.**

Tape shop talk • At unique N.W. Ayer-Telestudios meeting, agency points up desire for magazine picture quality in commercial tapes. Page **50.**

Billion dollar take • Tv reached billion dollar crest in 1958 in total revenues; profit moved up after slumping in 1957 from previous year's high. Page **56.**

New group owner • Nafi Corp. buys KCOP (TV) Los Angeles and KOBY San Francisco in second and third buy into broadcasting business. West coast company, which bought KPTV(TV) Portland, Ore., several months ago sets up broadcast and syndication divisions under pioneer broadcaster Kenyon Brown. Page **62.**

More about radio's muscles • Special studies commissioned by RAB shows (1) aural medium popularity in consumer pre-buying hours, and (2) widespread use of portables at beach. Also, latest figures on second quarter of 1958 show increase in number of firms using radio along with increase in brand names advertised. Page **66.**

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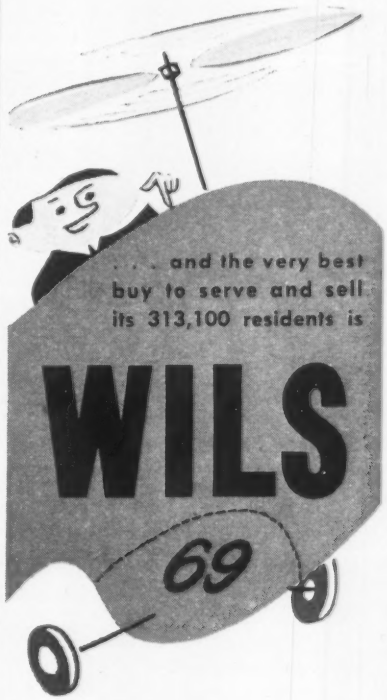
THE
LANSING*
MARKET
IS
MOVING UP . . .

now ranked 69th
(SRDS — May, 1959)



Take a look at the latest Hooper (J-F, 1959)

TIME	WILS	STATION B
Mon-Fri 7:00 am 12:00 noon	57.0	26.5
Mon-Fri 12:00 noon 6:00 pm	66.2	16.3

* Michigan's capital city market now boasts
- 91,960 households
- $366,285,000 retail sales
- $588,989,000 spendable income

Represented by VENARD, RINTOUL & McCONNELL, Inc.

WILS is associated with WILX-TV
NBC • CHANNEL 10
studios in Lansing – Jackson – Battle Creek
and WPON - PONTIAC

915

WPRO-TV LEADERSHIP

In Providence, R.I.

TOPS IN ARB, NIELSEN, PULSE

ARB (April-May 1959) 4 week survey gives WPRO-TV a whopping average **45.5%** share of audience *all week long* — **25%** more than its nearest competitor.

NIELSEN (April-May 1959) shows WPRO-TV dominance with a spectacular **43.5%** average share of audience *all week long.*

PULSE (May 1959) proves again WPRO-TV leadership with an average **48.6%** share Mondays through Fridays, a **45%** share on Sundays.

NEED MORE PROOF?

WPRO-TV has **14** out of **15** once-a-week top-rated shows. **WPRO-TV** has **7** out of **10** top-rated multi-weekly shows. **EVERY DAY, EVERY WEEK** most consumers **respond** to WPRO-TV leadership in Southern New England, the multi-billion market.

See what's happened in Providence. Then nail down your schedule with Gene Wilkin at PLantations 1-9776, or your Blair man.

WPRO-TV 12

24 Mason Street, Providence 2, R. I.

WTEN Albany 10	WTVD Raleigh-Durham 11	WPRO-TV Providence 12

CBS AFFILIATES

CAPITAL CITIES TELEVISION

JWT RELEASES RADIO STUDY

Finds housewives want better music, shorter, less-frequent commercials

Re-evaluation of radio music programming and commercials by local stations is suggested by J. Walter Thompson Co.'s Chicago research department on basis of its housewives' radio study. Survey sought to ascertain full-day listening habits and attitudes of 3,233 housewives comprising JWT's National Family Advisory Staff Panel, with 90% mail response. Project is guidepost to JWT clients as well as networks, stations, other agencies and their clients.

Among conclusions: (1) housewives like radio for music and news, but many radio stations are not giving top billing to preferred type of music; (2) they vary in overall programming preference by age group. Study suggests long-term potential in station slanting programming to either young or old because of one-station listener loyalty.

Two most frequent observations on commercials were adverse. Among 771 respondents, 44.6% felt they were "too often or too long" and 18.5% "boring and silly." Considerably fewer regard commercials as "enjoyable" (10.6%) and "informative" (8.4%). As result, JWT research department felt "a whole series of studies probably are in order."

Study also noted "radio finds its greatest usefulness" in music-news, with 36.2% of 1,689 respondents expressing such preference and 27% feeling radio supplements other activities. Medium also cited for "local coverage and its role as the housewife's companion," as well as value for emergency news and storm warnings (CLOSED CIRCUIT, April 20).

Radio Commercials • With respect to commercials: (1) most complaints came from infrequent listeners; (2) older housewives "tend to be patient with the frequency and length"; (3) women with some college training and those in "upper status" are more likely than others to consider commercials "too long and too frequently heard."

Programwise, 48.3% of 437 respondents want less rock & roll and 30.9% more "good music," with others favoring more educational shows, dramas and mysteries. Among 2,705 respondents, 74% indicate they listen mostly to one station, while 68.8% of those with both am-fm receivers prefer am for their listening.

Total of 33% of housewife respondents mentioned driving as most important activity while listening. Though JWT has conducted similar surveys in past (for Seven-Up and drug trade groups), this was first designed for all its clients. Study was intended merely as guidepost and not for quantitate (cumulative) measurement of tune-in. It's described as representative of "middle majority of American families" in terms of social status.

Among other findings:

• About 20% reported tv supplants radio and 16% consider radio supplement to tv (for those things not available on tv such as frequent newscasts).

• Among respondents stating single program preferences, music was "main pleasure" with 54% and news second with 36%. Sweet music and waltzes were favored by 55%.

• There are definite peak listening periods—8 a.m., 12 noon and 6 p.m. Specifically: during morning hours about 25% have radio tuned in, increasing to 30% at noon with average of 18% through afternoon hours. At 6 p.m. figure hits 25% and during later evening hours, with tv competing, 17% of housewives listen to radio.

• Average for all women respondents is 2.9 hours of listening per day, which JWT "acknowledges to be high in relation to Nielsen data."

With respect to station loyalty, those in rural and small towns with favorite stations tend to stick more to one station (80% had favorite station) while in urban areas having wide choice of stations, 68% remained loyal to one.

No more jam?

End of Soviet jamming of USIA foreign language broadcasts beamed behind Iron Curtain may be in sight. USIA Director George V. Allen, who accompanied Vice President Nixon on recent trip to Russia, indicated as much in answering questions at National Press Club luncheon late last week.

He was asked if there would be relaxation of Soviet jamming activities, estimated to cost $113 million yearly. Mr. Allen replied he got impression Russians are embarrassed after having been needled on subject. He started to go further but stopped with: "Let it go at that." Another high USIA official, when asked privately what director meant, replied: "I wouldn't be surprised if they cut down or even cut out their jamming." Presumably, such relaxation also would free Radio Free Europe and Radio Liberation broadcasts.

New comments date for Calif. vhf plans

FCC Friday extended deadline to Sept. 23 for comments on proposals to add vhf channels to Fresno, Bakersfield and Sacramento-San Francisco-Reno areas. Comments originally were due Aug. 24, following Commission proposals issued last month to add three vhf channels to Fresno, two vhfs to Bakersfield (with one vhf already there), and additional vhfs to either Sacramento, San Francisco or Reno, Nev. Deadline for reply comments was extended to Oct. 8.

Requests for extensions were made by KFRE-TV Fresno and KSAN San Francisco. Also involved in proposed reallocations are Salinas and Santa Barbara, Calif., and Goldfield and Tonopah, Nev.

Also, FCC reported Friday, following allocation requests:

• WSEE-TV Erie, Pa. Requests second vhf outlet to Erie by assigning ch. 6, 9 or 5 to Erie, all involving submileage spacings. Allocation of chs. 9 or 5 to Erie would also involve reassignments in Wheeling, W.Va.; Steubenville, Cleveland, Columbus, Dayton, all Ohio; Indianapolis, Ind., and Louisville, Ky. WSEE-TV operates on ch. 35.

• KTWO-TV Casper, Wyo., asks allocation of ch. 6 to Lander, Wyo., from Casper. This would leave ch. 2 in Casper. Ch. 6 was held by Donald Hathaway's KSPR-TV, but was surrendered last month and equipment was sold to Casper cable tv company.

AT DEADLINE

Paul Weeks dies

Paul Weeks, 50, who retired last October because of ill health as vice president and original partner of H-R Representatives Inc., station representative, died of heart attack Thursday (Aug. 13) at Harlingen, Tex. Mr. Weeks had established retail shoe business in Harlingen. Native Chicagoan, Mr. Weeks left executive post with Illinois public utility in 1940 at suggestion of Dwight Reed, then vice president and Chicago manager of Headley-Reed, to join sales staff, was transferred nine years later to that firm's N.Y. offices and in 1950 along with Mr. Reed and Frank Headley resigned to found H-R Representatives in which these three were partners. He leaves son Pete Weeks, 24, of Richmond and daughter Judy Weeks, 20, student at Michigan State.

Three stations sold

Sales filed Friday:

KMCM McMinnville, Ore. • Sold by Yamhill Broadcasters (Philip M. Bladine, president) to Jerry Carr (owner of yogurt dairy in San Francisco and applicant for am at Victorville, Calif.) for $80,000. KMCM is on 1260 kc with 1 kw, directional night.

WGUS North Augusta, S.C. • Sold by Howard C. Gilreath to Hal Edwards, Kye Harris and Henderson Belk for $60,000. Mr. Gilreath owns WCLA Claxton, Ga.; construction permit for am at Metter, Ga., and is part owner of am construction permit at Glennville, Ga. Messrs. Edwards and Harris each own one-third of American Advertising Assoc. agency, Charlotte, N.C., and Mr. Belk has extensive interests in southeastern U.S. department store chain. WGUS is on 1600 kc with 500 w day.

KNOG Nogales, Ariz. • Sold by Carlton W. Morris to Lloyd Burlingham for $40,000. Mr. Burlingham is former farm director, NBC Chicago, is publisher, *Prairie Journal*, Chicago, and owns KCVR Lodi, Calif. Transaction was handled by Hamilton-Landis & Assoc. KNOG is 250 w on 1340 kc.

Quiz selections

Witnesses who were "responsive" to New York grand jury in tv quiz scandal will get prior attention by quiz-investigating congressional committees. So said New York District Attorney Frank Hogan Friday in disclosing he has assigned one of his staff attorneys to "pick out certain witnesses of value to them [committees] rather than chronologically." Mr. Hogan predicted testimony of first few witnesses will be available to House and Senate probers in about two weeks (early story, page 76).

MBS to air NFL

Mutual will air all 12 regular season games of last year's National Football League champions, Baltimore Colts, it was announced by Robert F. Hurleigh, MBS president, and Jerold C. Hoffberger, president of National Brewing Co., Baltimore, which will be one sponsor of weekend broadcasts. Chuck Thompson and Vince Bagli, veteran Baltimore sportscasters, were named play-by-play announcers. Season opens Sept. 27 in contest with Green Bay Packers. Games will not be broadcast in cities with NFL teams, it was said.

'Weaver' program set

Announcement was set for today (Aug. 17) of three-year contract signed three months ago between Don Federson Productions Inc., New York, and Cliff "Charlie Weaver" Arquette, calling for Mr. Arquette to star in his own tv program. Sample half-hour show was video taped last night (Sunday) at 44th Street Little Theatre in New York.

WEEK'S HEADLINERS

MR. DAVIS

MR. VANDERGRIFT

MR. WALLIS

GORDON DAVIS, general manager of Westinghouse Broadcasting Co.'s KYW Cleveland, moves to WBC Chicago outlet, WIND, in similar capacity. Succeeding Mr. Davis at KYW is CARL W. VANDAGRIFT, general manager of WOWO Ft. Wayne, Ind., another WBC station. Mr. Vandagrift's successor is KYW sales manager EDWARD WALLIS. Corporate supervision of WOWO will be added to bailiwick of RALPH ATLASS SR., Westinghouse vp of Chicago area. Mr. Davis came to WBC in 1947 as producer, later program manager and general manager of KYW during its Philadelphia period, moving to Cleveland in 1956, when WBC transferred its call letters there. Mr. Vandagrift joined WOWO's program staff in 1936, was appointed program manager in 1945. He has held general manager post since 1952. Mr. Wallis was director of sales promotion and publicity with WIP Philadelphia until joining WBC in 1954 as sales promotion manager of WPTZ (later KYW) there, moving with station to Cleveland.

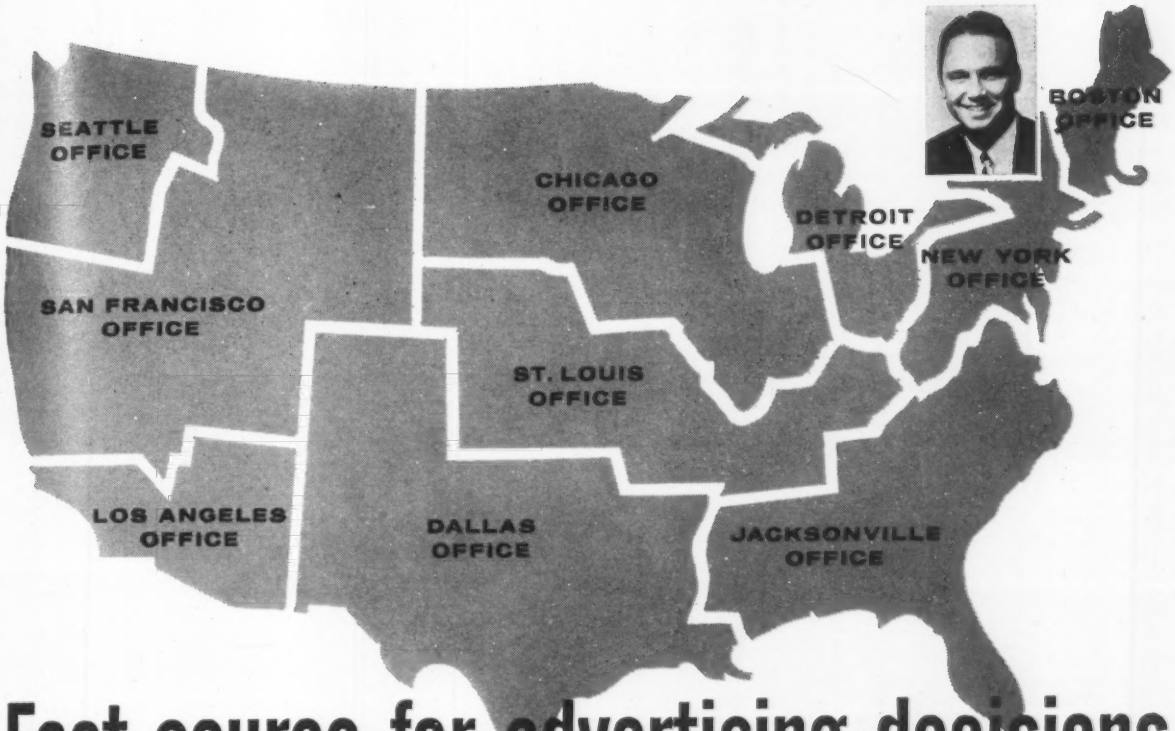
JOHN H. WHITE, manager of CBS Spot Sales' Chicago office, joins H-R Television Inc. as eastern sales manager effective Aug. 24. Mr. White left Prentice-Hall, New York publishing firm, to begin his tv sales career with George P. Hollingbery and in 1948 was hired as tv salesman by The Katz Agency. He joined CBS Spot Sales in New York in 1951, was transferred to San Francisco as branch manager and then to Chicago in similar capacity.

MR. KATZ

MR. WEITMAN

OSCAR KATZ, vp in charge of daytime programs, CBS-TV, since August, 1956, named vp, network programs. ROBERT M. WEITMAN, vp in charge of program development at network since February 1956, appointed to new post of vp, independent productions, serving as liaison with independent production companies. Appointments announced during two days of meetings in New York last week of CBS-TV program executives from east and west coasts to discuss plans and new organizational structure. Mr. Katz in effect fills position Hubbell Robinson Jr. resigned in late May to head his own production company (BROADCASTING, June 1). Mr. Katz joined CBS in research in 1938 moving to director in July 1951. He has been member of network's executive programs plans board for past eight years. Mr. Weitman's appointment places him on administrative level with Michael J. Dann, vp, programs in New York, and William Dozier, vp, programs, Hollywood; all three report to Mr. Katz. Mr. Weitman has been vp of AB-PT and vp in charge of programming and talent with ABC.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



Fact-source for advertising decisions

JACK DENNINGER, *Vice President and Eastern Sales Manager, has charge of agency-contact in Blair-TV's New York office – one of ten offices providing fast, efficient service to Advertising.*

New York City is headquarters for more than half the agencies billing $25,000,000 or more annually. Each business day sees these New York agencies reach decisions involving more than a million dollars in Spot Television . . . decisions that demand a basis of factual data with down-to-the-moment accuracy.

When the decisions concern any or all among 25 of America's great television stations, these inquiries converge on a single focus – the New York office of Blair-TV. Few organizations in the entire field of advertising have an equally effective system for transmitting television data.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 25 of America's greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the primary objective toward which the work of our entire organization is constantly directed.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KFJZ-TV—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha-Council Bluffs
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

WSM

(Established 1925)

THE JOHN BLAIR STATION

Basic NBC Affiliate

NAB

Rates effective March 1, 1959.
Rates received March 2, 1959.
Owned and operated by WSM, Inc.

Personnel
President—John H. DeWitt, Jr
General Manager—Bob Cooper.
Promotion Manager—Mrs. Trudy Stamper.

Representatives
John Blair & Company.

Mailing Instructions
Business Office and Studio—National Bldg., Seventh Ave., and Union St., Nashville 3, Tenn., telephone Alpine 4-5656.
Transmitter—Located 12 miles in the country.

Wave—Power—Time
Operating power—50,000 watts.
Frequency—650 kilocycles.
Non-directional.
Licensed to operate on clear channel full time.
Operates on Central Standard Time.
Operating schedule:————.

Agency Commission
15% to recognized agencies on net charges for station time and talent. No commission on line charges. No cash discount. Bills due and payable on or before the 15th of the month following that in which the broadcasting is done.

General Advertising
For combination rates see NBC Radio Network.
Advertising of alcoholic beverages not accepted.
No periods sold in bulk for resale.
Station rates and talent charges subject to change without notice.

CLASS "A"
(6:00 p.m. to 10:30 p.m. daily)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	420.00	275.00	180.00	115.00
52 times	409.50	268.13	175.50	112.13
104 times	399.00	261.25	171.00	109.25
156 times	388.50	254.38	166.50	106.38
208 times	367.50	240.63	157.50	100.63
260 times	346.50	226.88	148.50	94.88
312 or more times	315.00	206.25	135.00	86.25

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 time	210.00	137.50	90.00	57.50
52 times	204.75	134.06	87.75	56.06
104 times	199.50	130.63	85.50	54.63
156 times	194.25	127.19	83.25	53.19
208 times	183.75	120.31	78.75	50.31
260 times	173.25	113.44	74.25	47.44
312 or more times	157.50	103.13	67.50	43.18

CLASS "C"
(6:00 a.m. to 7:00 a.m.)

1 time	157.50	102.75	67.50	43.15
52 times	153.56	100.18	65.81	42.08
104 times	149.62	97.61	64.12	41.00
156 times	145.69	95.04	62.44	39.91
208 times	137.81	89.91	59.06	37.78
260 times	129.94	84.77	55.69	35.60
312 or more times	118.12	77.06	50.62	32.36

CLASS "D"
(11:00 p.m. to 6:00 a.m.)

1 time	105.00	68.50	45.00	28.75
52 times	102.38	66.79	43.88	28.03
104 times	99.75	65.08	42.75	27.31
156 times	97.13	63.36	41.63	26.59
208 times	91.88	59.94	39.38	25.16
260 times	86.63	56.51	37.13	23.72
312 or more times	78.75	51.38	33.75	21.56

ANNOUNCEMENTS

(7:00 a.m. to 9:00 a.m. Monday through Saturday and after 10:30 p.m. Saturday)

	1-minute		Stationbreaks	
	Each	Per wk.	Each	Per wk.
Less than 6 weekly	55.00	.....	39.00	.....
6 weekly	50.00	300.00	35.00	210.00
12 weekly	46.00	552.00	32.00	384.00
18 weekly	43.00	774.00	30.00	540.00
24 weekly	40.00	960.00	28.00	672.00
30 weekly	36.00	1,080.00	25.00	750.00

(9:00 a.m. to 10:30 p.m. Monday through Thursday; 9:00 a.m. to 7:00 p.m. and 10:00 p.m. to 10:30 p.m. Friday; 9:00 a.m. to 7:00 p.m. Saturday)

Less than 6 weekly	45.00	.....	32.00	.....
6 weekly	43.00	258.00	30.00	180.00
12 weekly	40.00	480.00	28.00	336.00
18 weekly	35.00	630.00	25.00	450.00
24 weekly	32.00	768.00	22.00	528.00
30 weekly	27.00	810.00	19.00	570.00

(6:00 a.m. to 7:00 a.m. Monday through Saturday and all day Sunday)

Less than 6 weekly	30.00	.....	21.00	.....
6 weekly	27.00	162.00	20.00	120.00
12 weekly	23.00	276.00	19.00	228.00
18 weekly	22.00	396.00	18.00	324.00
24 weekly	21.00	504.00	17.00	408.00
30 weekly	20.00	600.00	16.00	480.00

(10:30 p.m. to 6:00 a.m. Monday through Friday)

Less than 6 weekly	20.00	.....	14.00	.....
6 weekly	18.00	108.00	13.00	78.00
12 weekly	16.00	192.00	12.00	144.00
18 weekly	15.00	270.00	11.00	198.00
24 weekly	14.00	336.00	10.00	240.00
30 weekly	13.00	390.00	9.00	270.00

("Friday Night Frolic"—7:00 p.m. to 10:00 p.m. and "Grand Ole Opry"—7:00 p.m. to 10:30 p.m. Saturday, announcements adjacencies)

Less than 6 weekly	75.00	.....	65.00	.....
6 weekly	73.00	438.00	63.00	378.00
12 weekly	71.00	852.00	61.00	732.00
18 weekly	69.00	1,242.00	59.00	1,062.00
24 weekly	67.00	1,608.00	57.00	1,368.00
30 weekly	65.00	1,950.00	55.00	1,650.00

IDENTIFICATIONS

50% of applicable 1-minute rate. Minutes, stationbreaks and ID's may be combined for maximum frequency.

SPECIAL FEATURES

News Service—AP, UPI.

Grand Ole Opry—following rates are for both time and talent and are flat, no discounts:

Per 1/2 hour between 7:30 & 10:30 p.m.	500.00
Per 1/2 hour between 10:30 & 11:00 p.m.	300.00
Per 1/2 hour between 11:00 p.m. and 12:00 midnight	200.00
Per 1/4 hour between 7:30 p.m. to 8:00 p.m. and 10:00 p.m. to 10:30 p.m.	275.00
Per 1/4 hr. between 10:30 p.m. and 11:00 p.m.	200.00
Per 1/4 hour between 11:00 p.m. and 12:00 midnight	150.00

"Noontime Neighbors"—Following rates are for both time and talent and are flat—no discounts:

	1 ti.	3 ti.	5 ti.
1/2 hour	200.00	525.00	800.00

News—Monday through Friday:

Class "A", flat per week	480.00
Class "B", flat per week	360.00
Class "C", flat per week	300.00
Class "D", flat per week	240.00

DISCOUNTS

Discounts allowed retroactively on the number of consecutive broadcasts given within a year. Announcements and program periods cannot be combined to earn larger discounts. The above rates are guaranteed for a period of six months from the date of first broadcast or for six months from effective date of any increase in these rates, providing advertising is actually running at the time of effective date of the increase and providing that the broadcasts continue without interruption.

Closing Time
Typewritten or printed copies of addresses or talks must be submitted for station's approval at least 24 hours in advance and must conform to policies of station management.

13th largest daytime audience

WSMpire

The heart of the **WSMpire**

202 counties

Nielsen Coverage Service reports weekly daytime audiences in Tennessee, Kentucky, Alabama, Missouri, Arkansas, Mississippi and Georgia that total half-million radio homes! The 13th largest daytime audience in the nation, largest in the South!

Pulse-Rated Center of **WSMpire** *103 counties*

Largest Pulse Survey Ever Taken

WSM leads in every rated quarter-hour with an average of well over twice the next station—and in most cases a higher rating than all other stations combined!

Weekdays	WSM	"B"	"C"	"D"	"E"	"F"
6 A.M.-12 N	42	23	13	9	7	6
12 N-6 P.M.	44	22	12	11	7	5
6 P.M.-12 Mid	52	18	14	10	—	4
Saturday						
6 A.M.-12 N	52	17	13	7	6	4
12 N-6 P.M.	50	14	13	9	7	7
6 P.M.-12 Mid	61	14	13	7	—	4
Sunday						
6 A.M.-12 N	61	12	10	4	9	2
12 N-6 P.M.	52	18	13	7	6	5

Reprinted from Spot Radio Rates and Data, July 1, 1959

Third largest nighttime audience in U. S.

Mpire

One out of Every Ten Americans!

One-tenth of the population of the entire United States lives in the 765 Counties that make up the WSM Nighttime Radio Market. This intensely loyal audience represents a market of such size and buying power that it must be reached by any advertiser desiring to sell the Central South.

Check Pro Rata Cost per WSM State Coverage

Pro Rata Cost Per State
Weekly Daytime Audience

	Number of Radio Homes Reached	% of WSM Weekly Total Audience (826,000 homes)	Pro Rata State Cost (1 min., 1 time $45.00)
TENNESSEE	295,848	56%	$25.20
KENTUCKY	123,554	24%	10.80
ALABAMA	66,331	12%	5.40
Mo., Ark., Miss., Ga. (and Misc. States)	34,754	8%	3.60

Pro Rata Cost Per State
Weekly Nighttime Audience

	Number of Radio Homes Reached	% of WSM Weekly Total Audience (1,654,400 homes)	Pro Rata State Cost (1 min., 1 time $45.00)
TENNESSEE	779,685	26%	$11.70
KENTUCKY	314,111	19%	8.70
ALABAMA	126,433	11.6%	5.22
ARKANSAS	47,253	4.4%	2.00
FLORIDA	22,118	2.0%	.90
GEORGIA	60,447	5.6%	2.52
ILLINOIS	14,144	1.3%	.58
INDIANA	6,582	.6%	.27
IOWA	1,630	.1%	.04
KANSAS	2,051	.1%	.04
LOUISIANA	25,936	2.3%	1.02
MISSISSIPPI	70,272	6.6%	2.97
MISSOURI	52,250	4.8%	2.21
NEBRASKA	2,360	.2%	.09
NORTH CAROLINA	55,696	5.1%	2.30
OKLAHOMA	9,970	.1%	.04
SOUTH CAROLINA	34,611	3.2%	1.44
TEXAS	14,587	1.3%	.59
VIRGINIA	33,818	3.1%	1.40
WEST VIRGINIA	31,091	2.9%	1.31

WSM... *Day or Night* delivers extensive coverage throughout the entire Central South. This coverage, plus WSM's unprecedented live programing, Grand Ole Opry talent, and farm service offers the advertiser a sales tool of extraordinary effectiveness at low cost.

WSM MARKET DATA *based on Nielsen Survey (SRDS Consumer Markets)*

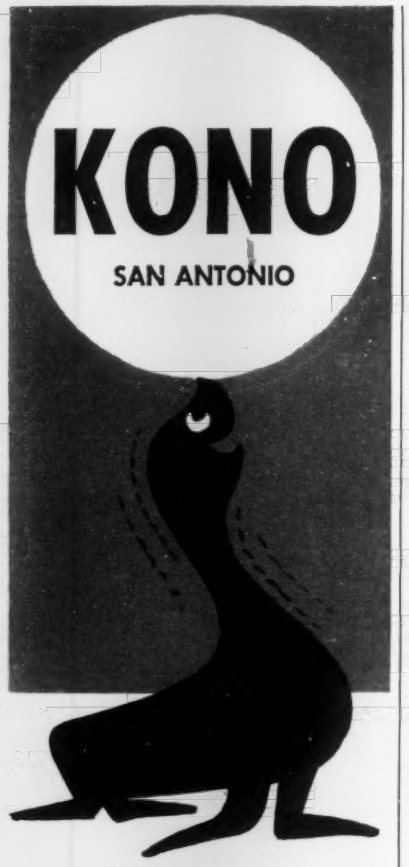
STATE (No. of Counties)	POPULATION	% of STATE	CONSUMER INCOME	TOTAL RETAIL SALES
Alabama (51)	1,908,600	59%	$ 2,212,073,000	$ 1,387,541,000
Arkansas (50)	836,000	47%	926,623,000	653,022,000
Florida (34)	584,700	13%	454,654,000	542,377,000
Georgia (105)	1,425,300	37%	1,433,944,000	1,010,829,000
Illinois (21)	341,700	3%	435,654,000	280,191,000
Indiana (8)	165,300	4%	236,009,000	143,625,000
Iowa (3)	44,900	2%	60,775,000	45,329,000
Kansas (4)	65,000	3%	75,518,000	80,125,000
Kentucky (98)	1,874,900	61%	1,988,029,000	1,238,691,000
Louisiana (22)	589,800	19%	558,225,000	340,874,000
Mississippi (62)	1,291,600	59%	1,079,304,000	791,147,000
Missouri (62)	1,013,600	24%	1,109,714,000	911,098,000
Nebraska (9)	74,600	5%	103,690,000	84,308,000
No. Carolina (46)	1,551,800	34%	1,669,137,000	1,112,908,000
Oklahoma (19)	306,800	13%	333,737,000	242,498,000
So. Carolina (23)	872,900	36%	980,782,000	639,443,000
Tennessee (83)	2,106,300	60%	2,505,453,000	1,664,295,000
Texas (15)	341,400	4%	422,311,000	385,858,000
Virginia (21)	717,800	18%	643,588,000	493,003,000
West Virginia (28)	752,800	38%	862,885,000	470,213,000
Wisconsin (2)	22,200	1%	25,718,000	18,927,000
TOTAL	16,888,600		$18,117,823,000	$12,536,302,000

(based on Nielsen Coverage Service Survey — 2— areas in which WSM has reportable day or night market coverage; SRDS 1/1/59 Consumer Market Data)

WSM

Clear Channel 50,000 Watts

Bob Cooper, Manager
REPRESENTED BY
JOHN BLAIR & COMPANY
owned and operated by
The National Life and Accident Insurance Company



BALANCED Programming Sells to Everyone!

Family listening is at its best in the vast San Antonio market on KONO Radio. With *top* ratings throughout the day, KONO delivers MORE men, MORE women, MORE teens, MORE kids — and at less cost per 1000.

To check ratings, check audience composition . . . and to check availabilities — call your

KATZ AGENCY
REPRESENTATIVE

5000 Watts • 860 KC
KONO Radio
JACK ROTH, Mgr.
SAN ANTONIO, TEXAS

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST

Aug. 16-18—Georgia Assn. of Broadcasters, summer meeting, Jekyll Island.

Aug. 16-18—Georgia AP Broadcasters, Jekyll Island.

Aug. 18-21—National Assn. of Educational Broadcasters, seminar for radio station managers, U. of Wisconsin, Madison. Among 11 scheduled sessions: role of educational radio as educational-cultural-public service agency; how NAEB can implement educational radio; future relationships between NAEB and National Education Tv & Radio Center; grant-in-aid programs; future of NAEB radio network service; radio programming in the face of tv; legal problems, legislation and FCC relations; international relations involving NAEB and stations; present and future of fm development; public relations and promotion.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel. Corporate meeting at Fairmont, Aug. 19.

***Aug. 20-22**—South Carolina Broadcasters Assn., Holiday Lodge, Myrtle Beach. A three-member panel speaks at 10:30 a.m. Aug. 21 on "Radio-Tv Ad Policies." Panel moderator: Harry C. Weaver, president-general manager, WOKE Charleston; members: James D. Reynolds, secretary-treasurer, Thomas & Howard Co., Columbia; R.C. Higginbotham, sales-promotion manager, Shell Oil Co., Atlanta; R. Alex McCullough, public relations vice president, South Carolina National Bank, Greenville.

A panel meets for an afternoon radio-tv session under J. William Quinn, managing director, WBTW (TV) Florence (tv moderator); J. Forrest Ramsey, general manager, WJAY Mullins (radio moderator).

***Aug. 20-24**—Northern American radio-tv conference, Executive Secretaries Council of Seventh Day Adventists, Olin Hotel, Denver, Colo.

Aug. 22-23—Arkansas Broadcasters Assn., Arlington Hotel, Hot Springs. Howard H. Bell, NAB, will conduct editorializing clinic. State's AP and UPI broadcasters meet Aug. 22.

Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire aboard aircraft carrier Wasp at sea; board destroyer at South Boston Naval Annex for transfer to Wasp 100 miles out; return to Boston.

Aug. 24—Comments due on FCC's proposal to revise Secs. 1.212-1.218 establishing two classes of rulemaking proceedings, with one involving "special consideration" in which all ex parte representations would be barred. Docket No. 12,947.

Aug. 24-28—American Bar Assn., annual meeting, The Americana, Miami Beach, Fla.

Aug. 25-28—Closed-circuit tv seminar, National Assn. of Educational Broadcasters, U. of Pennsylvania, University Park, Pa.

Aug. 25-29—Ninth annual meeting, Assn. for Education in Journalism, U. of Oregon. Speakers include Dr. F. Stanton, CBS president; Allan Nevins, author-historian; James A. Barnett, Purex Corp. vice president; Mitchell V. Charnley, U. of Minnesota.

Aug. 28-29—Oklahoma Broadcasters Assn., summer meeting, Lake Murray Lodge, Ardmore. Directors meeting and UP meeting Aug. 28. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford and Howard H. Bell, NAB assistant to president, will speak.

Aug. 29—Mississippi Broadcasters Assn., sales management conference, Heidelburg Hotel, Jackson.

***Aug. 29**—AP breakfast preceding meeting of New Mexico Broadcasters Assn., Desert Sands Hotel, Albuquerque.

SEPTEMBER

Sept. 3—North Carolina AP Broadcasters annual meeting, Charlotte.

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10—Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 11-12—Country Music Assn. Board of Directors, Springfield, Mo.

Sept. 11-13—Southwest stereo/hi-fi show, Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12—AP Broadcasters of Ohio, Columbus.

Sept. 12-13—Annual fall meeting, Illinois News Broadcasters Assn., Hotel Leland, Springfield.

Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17—Assn. of National Advertisers sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

Sept. 17-19—Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 18-19—National Assn. of Fm Broadcasters (formerly Fm Development Assn.) convention, Palmer House, Chicago.

Sept. 18-20—Southwest stereo/hi-fi show, Hotel Adolphus, Dallas, Tex.

Sept. 18-20—United Press International Broadcasters Assn. of Minnesota, Sawbill Lodge, Tofte.

Sept. 21—AP Radio & Tv Assn.'s board of directors annual meeting, AP Bldg., 50 Rockefeller Plaza, New York.

Sept. 21-22—Louisiana Assn. of Broadcasters, Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

Sept. 22-24—Electronic Industries Assn. fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 21-23—Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

Sept. 24-26—AFA 10th District convention, Hotel Texas, Fort Worth.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 25-26—North Dakota Broadcasters Assn., Valley City.

Sept. 25-26—Ninth annual Broadcast Symposium, Institute of Radio Engineers and American Institute of Electrical Engineering, Willard Hotel, Washington.

Sept. 26-27—American Women in Radio & Television, southwestern conference, Shamrock Hotel, Houston.

Sept. 27-29—Assn. of Independent Metropolitan Stations, Hotel Roosevelt, New York.

Sept. 28—Start of eight-week workshop series sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago. Nine different clinics are scheduled in such areas as radio-tv, copywriting, publicity and public relations, production, marketing and merchandising, media, art

LAST YEAR, a thief stole money from 160 million people —including you. He stole some of your food money, some of your savings, some of all the money you earned. He stole some the year before last, and the year before that. Unless something is done, he'll keep on stealing.

Who is the thief?

Call him "Inflation," "High Cost of Living," "The Shrinking Dollar," anything you like.

But what is important is the historical fact that in any country where this inflationary process has been carried to a conclusion, the result has been depression; not "recession," but *depression*—a dark, agonizing period of hardship, poverty and suffering, often leading to revolution and dictatorship.

How can we stop the thieving of inflation?

THERE IS A CURE. Something can be done about inflation. All of us can help, including business, government and labor.

THE GOVERNMENT can help by living within its income.

BUSINESS should be both judicious and responsible in its pricing and also in its profit-taking.

LABOR should be both judicious and responsible in basing its requests for increased pay on a reasonable share of the gains from increased productivity.

WE THE PEOPLE must not demand that government spend money for improvements—new roads, schools, recreation areas—and then balk at paying for them through the necessary increased taxes.

To anyone who studies this phenomenon of rising prices and shrinking money, one thing soon becomes clear:

The problem stems in large part from the desire of groups or individuals to advance their own interests, and the devil take their fellow citizens and the country as a whole.

Once this is recognized we believe that inflation won't be just one of those things the government and the bankers worry about. Inflation will be something that everybody will do something about.

YOUNG & RUBICAM, *Advertising*

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • TORONTO • MONTREAL • MEXICO CITY • SAN JUAN • CARACAS • LONDON • FRANKFURT • GENEVA

Another thriller-diller from WJRT—

"Did I goof, Chief?"

"Afraid so, Ponsonby. Next time someone wants the most efficient way to reach Lansing, Flint, Bay City and Saginaw, send 'em via WJRT."

Whooosh! On the wings of a Grade "A" or better signal, WJRT messages are beamed to four big metropolitan areas: Flint, Lansing, Saginaw and Bay City. It's the most efficient way there is to reach this rich mid-Michigan market and its nearly half a million TV households. Here, in a single-station buy, is the heart of Michigan's *other* big market. And here is your chance to buy it all in one swoop. But hurry; we're selling the spots off it.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

and layout, direct mail and industrial advertising. Tuition for 1959 advertising workshop is $22.50 for single eight session clinic in each category; additional clinics, $5 each. Advance registration being handled at CFAC headquarters, 36 S. Wabash Ave. Lee Ahlswede, vice president of The Buchen Co. (agency), is general workshop chairman.

Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 1—Oral argument before FCC on protest by **Philco Co.** against license renewals of **WRCV-AM-TV Philadelphia,** owned by NBC. Philco claims RCA-owned stations are unfair competition since stations are identified with RCA, a competitor to Philco in the radio-tv and appliance fields. Docket No. 13,085.

Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-9—Society of Motion Picture & Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society,** Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—Conference on Radio Interference Reduction, auspices **IRE, Signal Corps** and **Armour Research Foundation,** Museum of Science & Industry, Chicago.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 8—International Workshop, **Assn. of National Advertisers,** Savoy-Hilton Hotel, New York.

Oct. 9-10—Indiana Broadcasters Assn., French Lick, Ind.

*Oct. 9-10—**North Carolina Assn. of Broadcasters** and **American Women in Radio & Television,** fall meeting and area conference, respectively, Sedgefield Inn, Greensboro.

*Oct. 9-11—**New York State** members of **American Women in Radio & Television** conference, Otesaga Inn, Cooperstown.

Oct. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 2-3—Princeton Inn, Princeton, N.J.
Sept. 10-11—The Greenbrier, White Sulphur Springs, W. Va.
Sept. 14-15—Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 17-18—Arlington Hotel, Hot Springs, Ark.
Sept. 21-22—Mark Thomas Inn, Monterey, Calif.
Sept. 24-25—Harvest House of Boulder, Colo.
Sept. 28-29—The Villa Moderne, Deerfield, Ill.
Oct. 5-6—St. Clair, Inn and Country Club, St. Clair, Mich.

There is no close second to WTOP in the Pulse 20 county study of the Greater Washington area. In quarter hour wins, WTOP leads the number two station by 73% and takes a thundering 166% lead over the number three station. In fact, all the other stations combined fail to equal WTOP in quarter-hour wins! To listeners and advertisers alike, the IMPORTANT station remains . . .

wtop radio

WASHINGTON, D. C.

An affiliate of the CBS Radio Network
Represented by CBS Radio Spot Sales

operated by **THE WASHINGTON POST BROADCAST DIVISION:**

WTOP Radio, *Washington, D.C.* **WTOP-TV,** *Channel 9, Washington, D.C.* **WJXT,** *Channel 4, Jacksonville, Florida*

She loves her fun in the sun... and goes for those bright sales messages on **KOIN-TV**, the source of sales sparkle in Portland and 32 surrounding Oregon and Washington counties. **KOIN-TV**'s radiant ratings will put a polish on your product that will catch her eye...just ask the enlightened chaps at CBS-TV Spot Sales...they love to fill folks in on the facts of **KOIN-TV**'s lustrous ratings and coverage.

OPEN MIKE

San Francisco radio

EDITOR:

My heartiest compliments on a most cogent appraisal of San Francisco radio in your article in the July 20 issue of BROADCASTING.

I would have paid a trained consultant many hundreds of dollars for this information prior to our purchase of KLX. And, upon receiving the information, would have, naturally, proceeded exactly as we did.

Robert M. Purcell
President & General Manager
KFWB Hollywood

[EDITOR'S NOTE: Mr. Purcell is also director, Broadcast Division, Crowell-Collier Pub. Co., parent of KFWB, which purchased KLX Oakland, now KEWB.]

New word needed

EDITOR:

Let's do something about "reporting." There must be a new word to describe the job that television does and about which you write in your editorial "Videotape conquest" (page 104, Aug. 3).

The video tape job was not a report [Khrushchev-Nixon encounter] in the sense that you use the word nor is this method of communication "electronic journalism" if you are willing to accept the definition of "journalism" that is found in most dictionaries. We don't have journals which we edit. The word "report" from the Latin *reportare,* to bear or bring back, does not describe this method of instantaneous communication about which you write. "Report" connotes a *re*statement of something that happened. With television "you are there." So, I suggest a new word.

I don't know what this word should be but certainly someone in the industry can come up with some sounds that will communicate what is meant. I suggest that the word should mean, "a direct television presentation of an event *without editorial or reportorial intervention.*" How about "communiport," "comport," "teleport," "communitel" or "telecom"?

Harold W. Bangert
Bangert & Bangert
Fargo, N. D.

For Sec. 315 repeal

EDITOR:

To your list of the CBS network and half a dozen stations who have urged report of Sec. 315, you can add KUTY. Not only has KUTY urged such reform during our *daily* editorial, but we have also urged members of Congress to push through reform.

In general, the reaction from the Senators and Representatives we have contacted has been gratifying, though cautious. One member of Congress (name on request) reviled us to this point, and we quote: "I want to reassure you that as long as I have a voice in the Congress, that voice shall be raised against giving to people such as yourself the right to unilaterally determine the public interest in a field which utilizes such a valuable public resource as the broadcast spectrum."

It is our opinion that this type of statement is demagoguery at its worst and this is the very problem we are fighting.

Limited freedom in broadcasting is better than nothing, but . . . we believe that repeal of Sec. 315 is the only answer.

William A. Hoftyzer
General Manager
KUTY Palmdale, Calif.

Spot squeeze in tv

EDITOR:

I must take exception to your article, "The Spot Squeeze in Television," which appeared in the July 27 issue.

Agreed that time is tight; it has been for years. No minutes this year, no 20's last year and no ID's the year before. However, I feel the conclusions drawn are unwarranted.

Particularly insidious is the conclusion that advertisers will abandon "in-and-out" buying in favor of 52-week franchises. Many advertisers are now buying on an "in-and-out" basis because it suits their marketing needs: if a medium can no longer serve their needs, isn't it more logical to change media rather than to change techniques?

Now, I'm not implying that advertisers will abandon such an important medium as spot television, because I don't believe the spot shortage will be that severe. But I do believe that a low CPM is only one factor and that maintaining a flexibility in timing may be worth the loss of a few rating points....

First time I've had to blow off steam to BROADCASTING . . . I don't mean to subtract any of the kudos I've thrown in the past.

Jeremy D. Sprague
Assistant Media Supervisor
Cunningham & Walsh
New York

BROADCASTING

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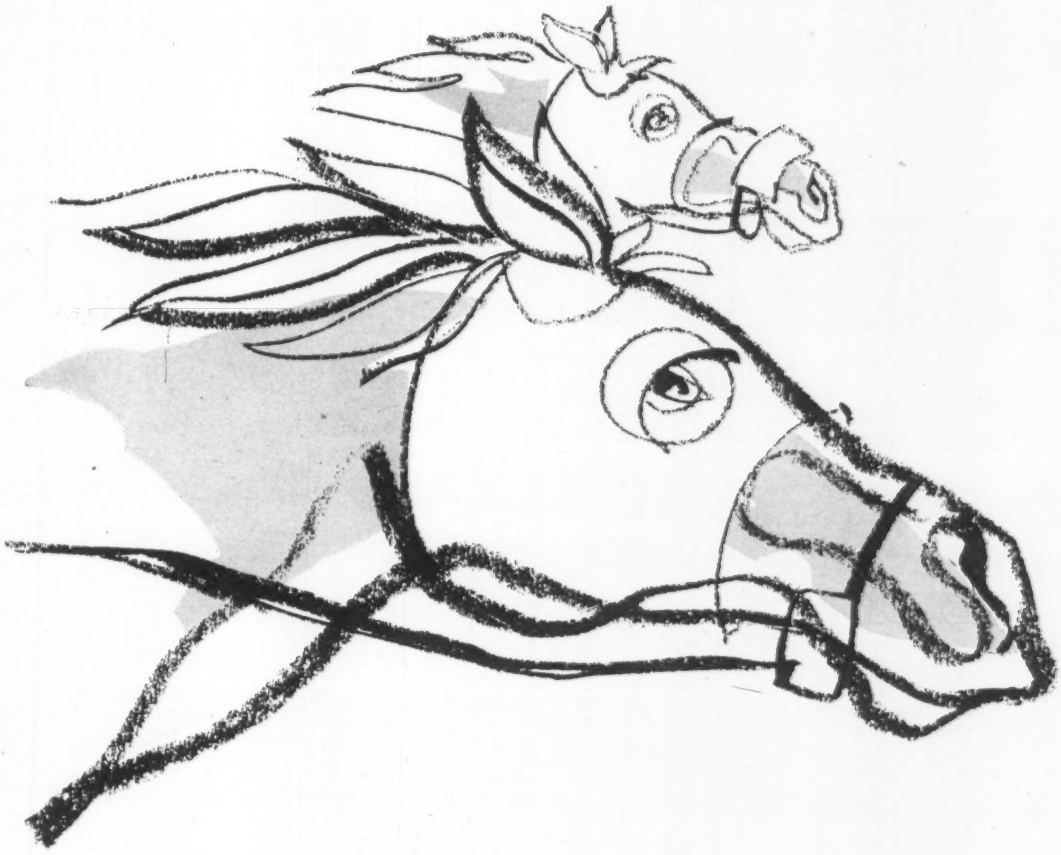


THE DIFFERENCE BETWEEN GOOD & GREAT IN TWIN CITY TELEVISION IS . . .

*All television is good in Minneapolis-St. Paul. But the difference between good and great in this mature TV market goes much deeper than the Top 10 programs. Everyone can't buy the Top 10, or Top 10 adjacencies. In the Minneapolis-St. Paul Area, WCCO Television has 10 of the Top 10. Of the Top 20, WCCO Television has 17. And of the Top 40, the score for WCCO Television is 29.**

WCCO 4

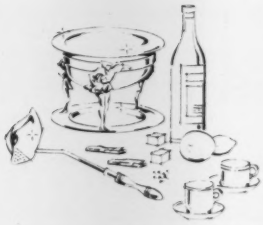
*Nielsen Station Total Audience, March-April, 1959

Represented by Peters, Griffin, Woodward, Inc.

Café Brulot.. old New Orleans Favorite

As served by Foster Dauzat at Arnaud's

Here's how to make it:



Warm brulot bowl or chafing dish thoroughly with hot water; pour out water. Place in bowl ½ lemon peel, ½ orange peel, 2 crumbled cinnamon sticks, 8-10 whole cloves, 2-4 lumps sugar. Add 4 oz. brandy. Dip out spoonful of mixture (including 1 lump sugar); warm spoon with match. Ignite spoon's contents. Lower into bowl; contents will flame. Very slowly add 4 demitasses of strong black coffee. Let contents flame short time; stir to extinguish. Serve.

WWL-TV... new NEW ORLEANS FAVORITE

—41.2% of the audience,
sign-on to sign-off Sunday through Saturday*

—8 of the top 15 programs

—6 of the top 10 syndicated shows

Get the complete story on the fast-changing New Orleans television picture from your Katz representative.

**May, 1959, ARB*

WWL-TV
NEW ORLEANS

MONDAY MEMO

from **JESS M. JOHNS,** *president, Eisaman-Johns Adv., Los Angeles*

Radio sells the salesman too

Usually advertising is created for the purpose of getting someone to buy something. By argument, persuasion, cajolery and insistence, presented with as much skill as we can command, we attempt to create ads that, seen or heard, will lead the prospect directly to the item our client wants him to purchase. That's the usual procedure.

But "usually" is not "always" and the advertising pattern sometimes varies from the norm. Such as local advertising of automobiles, one of the few items in these days of self service that are still sold rather than bought and are still sold largely through personal contact between buyer and seller.

Any sales expert will tell you that the most successful salesman is the salesman who makes the most contacts, whether they be personal contacts or telephone contacts. For some years now one of our accounts has been the Chevrolet Dealers of Southern California and in our continuing studies of its member organizations and their salesmen we've yet to come up with any facts to contradict the experts.

Telephobia! • Every salesman also knows that contacts make sales and that the oftener he picks up that telephone and makes an appointment for a demonstration the more sales—and the more money—he's going to make. Yet, for some reason that is rather obscure to those of us who are not professional psychologists, many salesmen have a fear of picking up the telephone and making that call, despite the knowledge that making it may well lead to the sale they're after.

Starting with those facts, we at the agency began brainstorming them into a plan that would encourage the salesmen to make calls by providing him with a door opener—or I'd probably better say phone lifter in this case. What we came up with was a series of radio commercials which alerted the public to the fact that they soon might be receiving a phone call from a Chevrolet salesman. More important, our radio spots let the salesman know that the public was expecting to hear from him.

To help encourage the salesmen to to make those phone calls, we created the spots with a joshing, humorous approach, involving light dramatic situations the star of which was usually a fictitious Chevrolet salesman telephoning a prospect. Here's one that's typical of the series:

SOUND: PHONE RINGS TWICE — PHONE OFF HOOK

BURGLAR: (LOW-TOUGH) Yeah? Who is it?

SALESMAN: Hello there, Mr. Fritter? I'm a Southern California Chevrolet salesman—I hope I'm not breaking into your evening — heh, heh. . . .

BURGLAR: "Breaking" in? Who told you about this job?

SALESMAN: What?

BURGLAR: Look—I'm a burglar. I don't want nobody tipped off.

SALESMAN: Well, I want to tip you off on something. No box tops or labels to save—all you save is money. In the vernacular, dig Chevy's Spring Sales Spectacular!

BURGLAR: Yeh.

SALESMAN: The new Chevy is a hot car.

BURGLAR: I wouldn't have one no other way (CHUCKLE).

SALESMAN: Convertibles, Impalas, station wagons. Say, I could put you in a wagon. . . .

SOUND: (SIREN RING THEN DOOR OPEN. SCUFFLE)

SALESMAN: Hello! Hello!

COP: Officer Brown speakin'

SALESMAN: What happened to the burglar? I just said I could put him in a wagon and . . .

COP: Never mind . . . that's where we're puttin' him right now!

SALESMAN: (THOUGHTFUL) Oh. Better make a note to call him again in about . . .

Six months! ! !

TAG: You TOO may get a call from your Chevy salesman! But don't wait for the call . . . go in today and save! Don't miss it . . . the Spring Sales Spectacular at your Southern California Chevrolet Dealer . . . now in progress!

Jess M. Johns, attributes much of his agency's advertising success to long-established roots in the retail business. After graduating from Yale, then serving in an executive sales capacity with Gulf Oil, Mr. Johns went to California in 1948, getting his first real brush with advertising in the retail automotive, appliance and home improvement fields.

Well, maybe that was a little better than typical. At least, we liked it well enough to select it to enter in the Advertising Assn. of the west competition for the best radio commercials last spring and the judges liked it well enough to give it a citation.

Open Door Policy • These commercials gave the Chevrolet salesman something to say when he actually picked up his telephone to call a real prospect. Of course, with the millions of people in Southern California it would be impossible for everyone to receive an individual call, so we tried to keep the door open in the spots by telling the public frankly that if they didn't receive a call it was not a personal slight but just that their salesman hadn't gotten to them yet. We also suggested that it would be worth their while to reverse the process and call their dealer.

The main point of this whole story is that we created an advertising campaign for a large association with over 2,700 retail salesmen that came right down and helped each individually.

The campaign worked. More salesmen made more calls and more Chevrolets were sold. I wish I could say it worked 100%, but in all honesty I can't. There's always one salesman like Brodley, second voice in the following commercial:

MAN 1: Look, Brodley—we're both Chevrolet salesmen, right?

MAN 2: Right!

MAN 1: And we're both behind our telephone selling campaign one hundred percent —right?

MAN 2: Right!

MAN 1: Several people I phoned are buying new Chevrolets.

MAN 2: Just 'cause you called?

MAN 1: Right—when I told them about the special deals during our giant telephone campaign, they made their decisions to come in and buy!

MAN 2: Didja tell 'em we need used cars?

MAN 1: Of course! (CHANGE) Now! How many people have you phoned?

MAN 2: You mean, like up to right now?

MAN 1: Yes.

MAN 2: Well, uh—let's see—uh—uh—none!

MAN 1: None?

MAN 2: Uhhh—yeh!

MAN 1: You mean to say, in all the time we Chevy salesmen have been on this telephone campaign, you haven't made one call?

MAN 2: Well . . . uh . . .

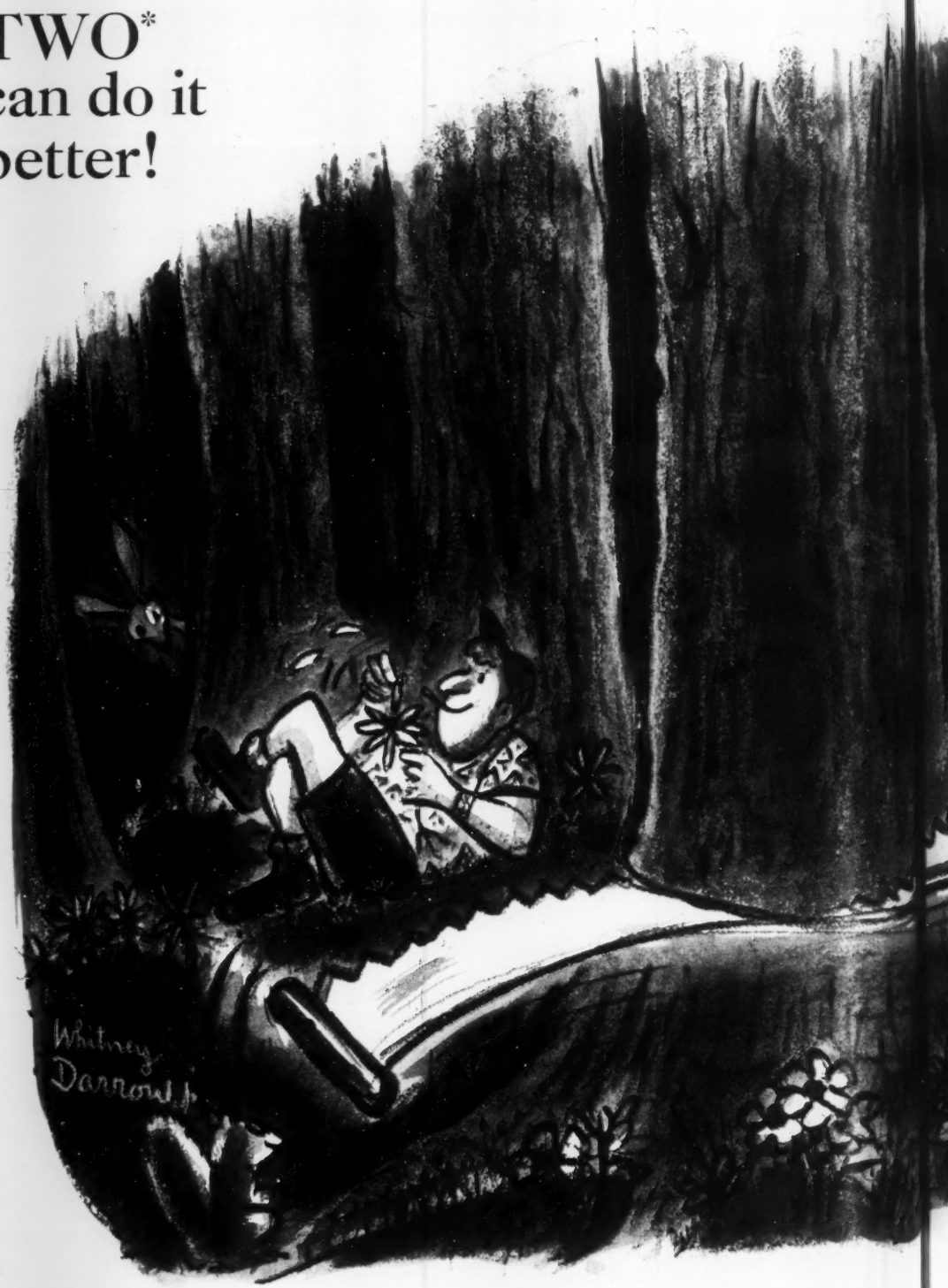
MAN 1: Can you offer me one valid—legitimate —logical reason for not phoning anyone?

MAN 2: Of course.

MAN 1: What is it?

MAN 2: I'm chicken! ! !

TWO* can do it better!



NOT getting enough muscle into your Southern California sales? CBS Owned channel 2 can put it there. *Two* reasons why:

One: the size of KNXT's viewing audience. Month after month, year after year, KNXT commands Southern California's biggest share of audience—currently ahead by a 38% margin (Nielsen, June 1959). Reason enough, this—but there's more:

Two: the responsiveness of KNXT's audience. There is actually a vast difference in the way viewers "feel" about different Los Angeles stations, as proved by a momentous new depth study.† It demonstrates the existence of a unique "climate of responsiveness" which results in much greater trust and confidence in KNXT programs and personalities *and in KNXT-advertised products as well!* When respondents were asked, for example, on which station they would be "most likely" to see the commercials of a company known for honesty and reliability, 51% named KNXT. Only 25% named the second station, and only 24% named the other five stations combined!

If you've been buying by cost-per-thousand alone, ask yourself: cost-per-thousand *what?* KNXT delivers not only the biggest audience but also the *best, most responsive* audience. Ask to see the findings of this study, which show conclusively why, in the Southern California market, channel 2 can sell so much more...*so much better!*

†*Conducted by the Institute for Motivational Research, Inc., in association with Market Planning Corporation, an affiliate of McCann-Erickson, Inc.*

CBS OWNED *KNXT 2 LOS ANGELES

REPRESENTED BY CBS TELEVISION SPOT SALES

Ask the man who gets around...

WDBJ is one of the best buys in television . . . anywhere!

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, WEATHER SPECIAL and LATE EDITION at 11:00 PM nightly delivers viewers for $1.14 per M on a 5 Plan; 90 cents on a 10 Plan.* This receptive audience is almost totally adult. Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at WEATHER SPECIAL and LATE EDITION and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS TELEVISION **CHANNEL 7**

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

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Send to home address — —

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* Reg. U. S. Patent Office

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Calling all inventors

(Eastern Iowa farm gadget division)

Got any ideas for chicken guillotines or automatic egg washers? Submit 'em to WMT's 13th annual Iowa State Fair Gadget Show (entry deadline August 18).

You don't have to be an inventor to do a good time-buying job in Eastern Iowa. The last area survey showed WMT with more listeners than all other radio stations in the 34-county area put together.

WMT

CBS Radio for Eastern Iowa
Represented by the Katz Agency
Mail Address: Cedar Rapids
Affiliated with WMT-TV; KWMT, Fort Dodge

FIRST IN MERCHANDISING

in Richmond & Central Virginia

1. COMMUNITY CLUB AWARDS

Thousands of clubwomen compete for big cash prizes by saving proof-of-purchase of your product.

2. IN-STORE FOOD DISPLAYS

Drop, end-of-aisle and shelf extender displays.

3. IN-STORE DRUG DISPLAYS

Special WXEX-TV displays featuring your product in key drug stores throughout the area.

4. GROCERY BAR PROMOTIONS

In-store food demonstrations, sampling, couponing.

5. STORE WINDOW DISPLAYS

Colorful WXEX-TV streamers featuring your product.

6. PERSONAL FOLLOW-UPS

Regular calls on jobbers, wholesalers, retailers.

7. SPECIAL BULLETINS

Mailed regularly to retailers, chain store buyers.

8. REPORTS TO ADVERTISERS

Give a complete picture of own and competitors' stock, sales and displays at retail level.

9. PROMOTIONAL TV SPOTS

Telecast at frequent intervals to keep your Program fresh in customer's mind at all times.

10. NEWSPAPER ADS

Appearing in leading Richmond newspapers.

WXEX-TV

Tom Tinsley, *President* **NBC-TV BASIC** **Irvin Abeloff,** *Vice Pres.*

National Representatives: **Select Station Representatives** in New York, Boston, Philadelphia, Baltimore, Washington

Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans; **Daren F. McGavren Co.** in Chicago, St. Louis, Detroit and on West Coast

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 17, 1959
Vol. 57, No. 7

STRATEGY FOR A PROGRAM BATTLE

Here's how the three tv networks plan to slug it out this fall

For ABC-TV, the counter-punch
For CBS-TV, awareness of 'responsibility'
For NBC-TV, 'totality of service'

This fall, for the first time in television history, three national networks—not two—will be competing head-to-head for the nighttime audience. On the program schedules which they have devised will ride nearly half a billion dollars worth of billings for time and programs.

With so much at stake in so infinitely tougher a competitive condition than has existed before, the program plans of each network take on life-or-death meaning. In this collection of exclusive interviews with BROADCASTING editors, the chief executives of all three television networks have described freely the policies which will guide their programming this fall.

Among the three networks there are actually two main policies: the CBS-TV and NBC-TV concepts of broad service covering the gamut of entertainment and information and the ABC-TV concept of unabashed "counter-programming" which has as its objective a high average rating for all shows through the week.

In a sense both CBS-TV and NBC-TV have built their new schedules around an expansion of the central ideas which have been traditional with them. The expansion has been decreed not only by the general growth of television and the desire to satisfy the vast majority of people but also by the awareness that their programming must be invigorated to meet the new competition of ABC-TV.

CBS-TV's president, Louis Cowan, whose network has long been the front runner in billings, thinks the way to stay there is to follow a beefed-up version of the program pattern that has been in effect for some time. He describes his policy as the pursuit of "responsibility, stability and balance."

NBC-TV's board chairman, Robert W. Sarnoff, whose network ranks a close second in billings, is banking on the biggest collection of hour-long specials ever assembled in tv and on other shows which will give "totality of service."

ABC-TV's president, Oliver Treyz, whose network is third in billings but hopeful of adding revenue as it builds audience, thinks both Messrs. Cowan and Sarnoff are wrong. He's "counter-programming" against CBS-TV and NBC-TV with the aim of getting the highest average ratings most nights.

FOR FULL REPORT TURN PAGE

ABC-TV's TREYZ

CBS-TV's COWAN

NBC-TV's SARNOFF

THREE EXCLUSIVE INTERVIEWS

Strategy for a program battle CONTINUED

OLIVER TREYZ MONITORS ALL THREE NETWORKS

ABC-TV's plan

The clearest expression of what ABC-TV's philosophy is comes from President Oliver Treyz' description of what it is not: namely, "the old philosophy of networking, which was epitomized by NBC in the old radio days. That was to sell time, then program it. Ours is to program first, then sell it."

Elaborating, Mr. Treyz continues: "In those days [of radio] a network was held together and made No. 1 by having the greatest aggregations of stations. If you held together the way NBC did under the fine leadership of Niles Trammel, holding the finest collection of facilities, the 50 kw clears, then the best shows that were in the hands of the advertisers gravitated to you. So you got your Jack Bennys, and you got your Charlie McCarthys and you got your other top shows as a result of having the better facilities.

"When Leonard Goldenson merged Paramount Theatres with this network he found he had one show—*Ozzie & Harriet*. Everything else could be moved. The whole philosophy had been the old NBC philosophy: sell time, and then, somehow or other, it would get programming, usually by forces over which the network didn't have any particular control."

He added: "The philosophy that guides ABC today is program first and then sell."

The key to that programming, says Mr. Treyz, is counter-programming—putting on something completely different from what the other networks have on the air at the time. His examples: *Disneyland* against Arthur Godfrey, *Cheyenne* against Milton Berle, *Maverick* against Ed Sullivan and Steve Allen, *77 Sunset Strip* against *Lux Theatre* and *The Lineup*.

Objective: High Average • Mr. Treyz is not hesitant about expressing ABC-TV's immediate aim—to be the No. 1 network next year in terms of average audience per minute in the evening. Specifically, ABC-TV thinks it can dominate the ratings on Monday, Tuesday, Thursday, Friday and Sunday (Wednesday it concedes to NBC-TV, Saturday to CBS-TV). And those concessions are not without exception; on Wednesday, for example, he expects *Hawaiian Eye* to give Perry Como serious competition.

But although ABC-TV's hopes for the fall are high, Mr. Treyz doesn't sidestep the present. "We're not No. 1 now, although we were No. 1 in the competitive markets one week in June, which indicates we've been moving along. We're not No. 1 on the national front because we haven't had the clearances that would carry us through with a partially scheduled program structure. Next year will be the first that we've been scheduled all the way to 11 o'clock.

"We've been notably weak in certain areas. Right now (in the summer) we have something like one commercial show on Monday night. We have nothing commercial now nor any strength from 9:30 to 10:30 on Sunday night. We recognize the competition is winning by default. We recognize also that they're hardening the viewing habits and that we've got a dislodging job to do as we compete for viewer favor."

Monday Matches • Mr. Treyz cites Monday night as an example of how his network will take on the others this fall. It has scheduled three consecutive hour-long shows, two of them brand new, starting with *Cheyenne* (back with Clint Walker after a season's layoff) at 7:30, followed by *Bourbon Street Beat* at 8:30 and *Adventures in Paradise* at 9:30. *Bourbon Street Beat* alone will face four of last season's top 10 shows. The four: NBC-TV's *Wells Fargo* and *Peter Gunn*, CBS-TV's *Father Knows Best* and Danny Thomas.

Says Mr. Treyz: "We don't think those other top 10 shows have been tested by the kind of competition we'll give them. We know we're going against ingrained viewing habits, but we've done it before. We recognize that it takes time: Last December or Jaunary, for example, one trade paper listed *77 Sunset Strip* as on the scrap heap of television programming, due for the axe. We didn't think so, because, apart from ratings, we had our own research that said the program could make it, if it stayed there long enough." It stayed.

Why Few Specials • Mr. Treyz is not without opinion about what his competition, especially NBC-TV, is doing in its fall programming. Commenting on the large number of specials his network will be competing against, and on why ABC-TV has not gone that route, he says:

"We believe television is a habit medium. We think you should interrupt those habits only when what you are presenting as an interruption is superior to the regular fare. But just to take a time period that you haven't been able to sell and say, 'OK, we're going to put in specials,' and then to program anything that is brought to you—well, we think that's a misuse of the term 'specials.' We think it will degrade the whole concept in the public mind. What's special about a pot pourri of shows in a given time period that have no theme, no continuity and represent everything from wonderful public service to pure escapist entertainment? It's special only in the sense that it's different.

"Very often," he says, "you may find this euphemism 'totality of programming' [NBC-TV's program theme] to be a rather enticing application of the old philosophy of selling first and then programming. We should be careful that 'totality' is not a mere euphemism for lack of program planning or for lack of a point of view behind program planning."

There will be a few "specials" on ABC-TV this season—four Frank Sinatra shows, two with Bing Crosby and a few starring Dick Clark—but Mr. Treyz thinks these fit within his defini-

PEOPLE work–play–*LIVE* by RADIO!

WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PAINTING or polishing, at work or play—radio is always close at hand. There's no other medium that sells *so often, so economically, so completely.* The "do-it-yourselfer" certainly can't mend screens while he watches television or reads a magazine or a newspaper.

But selecting believable, big-audience radio stations for your schedule is as important as radio's own special appeals.

WHO Radio is the very best in all Iowa—the station that is aggressive, alert, *alive!*

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

WHO Radio's superior facilities, personnel and programming pay off. WHO is a solid salesman—a "pro" that people BELIEVE. Ask your PGW Colonel for all the details on WHO Radio—serving *Iowa PLUS!*

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

Strategy for a program battle CONTINUED

tion. There may be others later, but only "when there's a supply of the kind of talent that's worth it."

Defense of Ratings • Mr. Treyz doesn't share the opinion of those who quarrel with ratings. "If you're contemptuous of ratings you're contemptuous of public taste," he says, stressing, however, that "your awareness of ratings doesn't mean you toss out every show that's No. 2 in a time period, or even No. 3. There can be sound reasons for continuing such shows based on the kind of audience they're getting."

And the kind of audience ABC-TV is out to get is the *young* audience, which he translates to "under 50." That point crops up repeatedly in Mr. Treyz' accounting of his network. "We're after the post-war families, the big consumers of tv and of the products advertised on it." He likes to cite the youth of ABC-TV's stars, pointing out that Jim Garner *(Maverick)*, Ephram Zimbalist Jr. *(77 Sunset Strip)*, Roger Moore *(Alaskans)*, Gardner Mackay *(Adventures in Paradise)* and others of ABC-TV's headliners are all in their 20's or early 30's. "These are our marquees; when you compare them with the Jack Benny's and the Groucho Marx's you have a difference in age that literally represents a gap between generations. If you want to personify ABC, look at the ages of its stars—and the newness of them."

Although ABC-TV is confident it can live up to its own ratings predictions, Mr. Treyz has no illusions about the long pull his network has ahead in catching up in billings. "The billings don't match the ratings, and that will continue to be true. Even after we have moved ahead in audience we will not pull quickly ahead in terms of dollars, and for two basic reasons: (1) we did not have the inherent advantage of the one or two channel markets because we didn't get there as soon as the other networks, and (2) our rates are lower. Our cost per thousand is the lowest in network television. And if we do raise our rates, it will be in keeping with that philosophy of having the lowest cost per thousand."

The big job, now that the programming is set, is to promote it, Mr. Treyz says, because "among other things, our schedule is the newest in network television—64% new. Although it's true that a few programs represent rescheduling from previous positions, ABC-TV basically will offer more newness than you will find on the other two. That has the advantage of the quality inherent in this kind of newness; it has the disadvantage of being unknown."

CBS-TV's plans

At CBS-TV, President Louis Cowan boils it down like this:

"We program not just to the young, not just to the older, but to all of the audience. This is the core of our whole philosophy. It's doing what television's supposed to do, bringing as many of the good things of all kinds to your audience, always with an emphasis on quality."

And in the CBS-TV viewpoint, it can be boiled even further, to one word: responsibility.

The key ingredient Mr. Cowan prescribes for his programming mix is "creativity, the cornerstone of our programming. It means daring and imagination in ideas. It sometimes means failure. Other times it means success. It relates not only to entertainment but to news and public affairs as well. And creativity involves people, too—bringing together as many of the top creative talents as possible."

CBS-TV's program philosophy also lays heavy emphasis on stability: "You will find on CBS more continuing programs that are maintaining themselves because of their proven achievement than on any other network. There isn't constant upheaval, constant tearing apart which is forever disrupting and not necessarily achieving anything. Once a program has been put through the many measured, careful and sometimes inspirational steps that make it a winning show, it stays in the schedule."

STABILITY AND BALANCE ARE LOUIS COWAN'S CORNERSTONES

Importance of Balance • That's the stability side of programming. The other side is balance, says Mr. Cowan. "Ours is not a lop-sided schedule. It covers the full spectrum: variety, entertainment, situation comedy—which incidentally is the most precious, fragile and most daring of all kinds of continuing programs, and yet look at the great number that are on CBS—drama, the westerns, panel shows. It is the balance that gives viewers a sense of participating in something that offers a variety of interests for them to watch."

Mr. Cowan makes clear that "stability" does not mean resistance to change. The network will have more than 10 hours of new programming this fall, exclusive of specials, interwoven with the favorites from past seasons. And he points to what the network is doing in daytime scheduling, notably the *Woman* and *On the Go* series, as evidence that "there has been more experimentation in ideas in the daytime at CBS than almost anywhere else in television."

Nor does "stability" preclude "special" programming, although the network is sensitive about the use of that word. CBS feels that not all shows labeled "specials" are really that at all, although it can count 185 entries

parade to spot

Television spot will spurt **23 per cent to $424 million** in 1959 — a height from where it will be in position to bid for industry leadership — while TV network time sales will rise seven per cent to $454 million, according to estimates by authoritative sources.

Why the unprecedented swing to spot? For one thing, it **provides essential multiple sales impressions and valuable cumulative audience patterns at attractive costs.**

The procession to **H-R** has been even more spectacular. Since its first year of operation in 1950, **H-R** has expanded eighteen-fold — more than seven times the rate of growth of the spot medium it serves.

The reason? **Outstanding salesmanship,** among others.

"We always send a man to do a man's job"

H-R *Television, Inc. Representatives*

New York • Chicago • San Francisco • Hollywood • Dallas • Detroit • Atlanta • Houston • New Orleans • Des Moines

Strategy for a program battle CONTINUED

in its own fall schedule which qualify under this general use of the term. It would prefer a more restrictive definition for "special," lest the term fall into disrepute.

Tests of Strength • CBS-TV knows this fall will be a challenging year for the network, but "every year is a challenge."

"ABC will be strong," says Mr. Cowan. "NBC will be strong. We hope CBS will be stronger. You must always anticipate very strong competition; you're always aware of what your competition is showing. That's part of the way your schedules are put together."

But what's most important, says Mr. Cowan, is what CBS-TV is doing. "You cannot always be looking around to see what the other fellow is doing. You must look at what you can do and what you feel it is your responsibility to do. If we were to program only opposite other networks, either NBC or ABC, then we'd have an entirely different schedule. We want to do our own affirmative planning, acting positively rather than reacting. If we were going to schedule a western to compete with every other western, an adventure show for every adventure show, then our whole schedule would have to be that way—if that were the audience you were trying to get. But then you would not be serving the complete, full, total audience range that we think should be in a balanced schedule."

One thing CBS-TV does watch for when it's "looking around" is to avoid putting some very big special program opposite an equally important attraction on another network. This may come as a surprise to those who have criticized networks for doing just the opposite, putting two block-busters against each other and making the audience choose between the two when conceivably it might have preferred to see both. It's not just a matter of being a gentleman about this thing, Mr. Cowan points out; a network wants it's show to get as large an audience as it can, and this desire can be frustrated by placing one big show opposite another. Although it's not always possible to avoid such conflicts, either because of accidents or because of other complexities which go into making up the schedule, it remains a "policy" at CBS to do so when possible.

More than Ratings • Mr. Cowan insists that ratings, while important to a network's success, cannot be the sole criterion in its programming philosophy. "Take some of our serious, nighttime news programming, the *CBS Reports* series produced by Fred Friendly, for example. In the case of these shows it's not just 'how large can the audience be' but 'how good can the programs be.' That is our constant effort."

In discussing the problem of programming these "serious" news and public affairs programs, Mr. Cowan touched upon one reason most of these shows end up on Sunday afternoon in many network schedules—the so-called Intellectual Ghetto. It goes back to the consideration that "an audience has to bring something to the program just as the program has to bring something to the audience. This is one of the reasons why Sunday programming has its advantage in this area. First, the family is grouped together, just as they frequently are with their Sunday newspaper, or when they do most of their reading. And they're rested, able and willing to contribute their part in the program-audience give and take."

All this is not to say that CBS is not competitive: "Don't misunderstand me, we're highly competitive," Mr. Cowan affirms. "Circulation is terribly important. But I think that if it's at the expense of responsible broadcasting the answer has to be unequivocably 'no.' "

Does this programming philosophy pay off in the marketplace? It does, he says, because "audiences have to come to depend upon the quality of what they're getting on a regular basis from a network. That's one of the ways in which you build your circulation and your attention and your continuing interest. It keeps them coming back for more."

As to the big objective which CBS-TV keeps in mind, this is what Mr. Cowan has to say:

"I have spoken of responsibility. I think this can be defined in three directions: first, by constant, earnest creative intent to achieve quality programming for the broadest possible audience—such as our effort to stimulate creative writing for television by our grants-in-aid project; second, by trying to maintain the best balanced schedule for the television viewer, so that it is not *unbalanced*, as it were, in any direction; third, and most important, by a constant awareness of our obligation to inform as well as to entertain. This means pre-empting in prime time to bring the television audience news or public affairs programs of genuine timeliness and significance; of scheduling informational programming in prime time (such as *CBS Reports*); of maintaining the best possible news and public affairs organization and schedule in fulfillment of our growing opportunity in the area of electronic journalism."

NBC-TV's plans

"Your biggest headache in running a network is putting together a program schedule that in every respect satisfies the public, the critics and the advertiser —with every show a hit. The measure of your success is your batting average."

So says Robert W. Sarnoff, chairman of the board of NBC, whose television network is now energetically trying to produce such a program schedule for the 1959-60 season. NBC-TV's remedy for its program headache was not concocted in a vacuum. When the network brass got together to decide which way to go, they could hear a chorus of critical voices which called last season "dull, lack-lustre, the bottom of the barrel." They could also see the dust being stirred up by ABC-TV in its spectacular challenge of the past few seasons. And, too, there was always CBS-TV, NBC-TV's historic running mate as the Big Two of television.

The formula they came up with is what Mr. Sarnoff calls "totality of service"—the greatest appeal to the greatest number of people most of the time, and something for everybody some of the time. It was an answer dictated both by conviction that this is what television networks should provide and that this is what will sell.

Emphasis on Specials • A big ingredient of that schedule is the large number of specials. To Mr. Sarnoff, however, the number is unimportant; the show's the thing:

"I personally don't feel it's necessary to build up the number of specials. It doesn't matter whether there are 150 or 250, particularly when you stretch the meaning to include a lot of things. I think there are more than enough and I think that it's going to get down basically to whether a show is any good. To be perfectly blunt perhaps it's good for public relations purposes to get the 250—but I don't think that's really important."

In Mr. Sarnoff's view, what's equally important is that advertisers want specials. There's been a mounting demand, he says, because they serve the purposes for a number of advertisers for merchandising purposes during certain periods of the year. "The demand, quite frankly, was greater than

• LONG PLAY IN NASHVILLE

WSM-TV SUPERIORITY Series 4

1 On Camera Personalities

That's the only music this trio makes. They represent the kind of on-camera selling which is welcomed and *looked forward to,* in every TV home in the Nashville market.

ON THE DRUMS – "Mr. Television" himself – Jud Collins, Nashville's number one news man; moderator and MC extraordinary.

ON BASS – Dave Overton – Master of the ad lib, so popular as an MC he has to ration his time.

AT THE PIANO – Boyce Hawkins – Mr. Split personality. He goes from a zany Grandpa Moses Character which kills the tricycle set to a straight weather pitch without dropping a single viewpoint.

Strong local personalities are just one side of the WSM-TV selling album. For the full concert, ask Hi Bramham or any Petry man.

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Strategy for a program battle CONTINUED

ROBERT SARNOFF PUSHES 'TOTALITY OF SERVICE' IDEA

the ability to accommodate them," he says.

So NBC-TV decided to make room. It did so by setting aside two hours a week, the 8-9 p.m. Sunday hour for *Sunday Showcase* and the 8:30-9:30 Friday hour. In addition it sold the 9:30-10:30 Tuesday hour to Ford for its series of 39 specials, and put still other specials into the schedule where it could.

NBC-TV's decision to set aside the Sunday and Friday times was met with both favorable and critical reaction, the latter from agencies and advertisers who felt that it made program buying more difficult.

"Quite the opposite is true," replies Mr. Sarnoff. "What we did was to break open a period where advertisers who wanted three, four, six or eight specials could place them. Some advertisers preferred to be able to spot their specials throughout the schedule, and we've accommodated those, too. Others wanted exactly what we came up with. It's been a boon to a number of them. It couldn't have worked, believe me, if the advertisers hadn't wanted it. Fortunately there's been a tremendous demand and our estimates were right."

Does NBC-TV consider the heavy investment in specials a gamble? It does and it doesn't. It does in the sense that "we decided to go ahead, program the Friday period without at the time having specials to fill it. If we don't sell a particular date in that series we'll have to fill with something that will be of quality comparable to the sponsored shows." (NBC's now breathing easier about that gamble; as of last week they'd all been sold through next May.) It doesn't consider specials a gamble from the standpoint of audience. Their audience track record is extremely good, Mr. Sarnoff points out, adding that in one way they are less of a gamble than a regularly scheduled series. If one of those is a dog, you've got to take a beating for 13 or 26 weeks before you get a chance to recoup your rating. With specials, there's always the hope the audience will give you another chance next week.

The Competition • But what about ABC-TV (which until now has avoided specials like the plague, concentrating —with notable success—on westerns, mysteries and every-week variety programming)? Does NBC yet acknowledge it as serious competition?

"Yes," says Mr. Sarnoff, "ABC is competition. It's done extremely well this year ratings-wise and has increased its gross volume of business. But it's a question of what you want to be.

"You can draw an analogy between a network's program structure and a magazine's. Now you can either be a *Life* or a *Look* or *Reader's Digest* with massive circulation but with broad appeal covering many things of interest, or you can be a magazine with large circulation but appealing only to one type of reader, whether it's a western-type magazine, or a comic book, or a gossip sheet or whatever it is. Now I think you have to make your choice.

"One of them may be more profitable than the other. Or they may be equally profitable. But they don't serve the same purpose. We are taking the direction, and certainly it would appear that CBS is, of a complete balanced schedule and at the same time trying to have each element of it appeal to the maximum number of people. If we have a western, we want it to be a western that appeals to the maximum number of people. The same for a mystery. If we have an information program we hope it will be the kind—like *Project XX*—which has a Nielsen every bit as good as many entertainment programs.

"If we're right, and if ABC adheres to its present program pattern, I don't believe that in the long run ABC will be serious competition for either us or CBS."

Just the same, Mr. Sarnoff admits that ABC's success with its current pattern of programming forced NBC to change its way of doing things. "There's no question that their program schedule has caused both us and CBS to make a number of changes and to do programs in certain periods that we might have done differently. You can't ignore reality. You can't just be a complete idealist and say, 'Come hell or high water, this is the kind of program schedule I'd like to have,' and not at the same time recognize the competitive situation. On the other hand you can sometimes take a bold step and hope that you're going to be proven right and win out.

"For example, take Sunday night 8 to 9. There's no question that it would have been vastly easier to have gone in with two half-hour westerns or two mysteries or two adventures (against the tail end of ABC-TV's *Maverick* and directly against CBS-TV's *Ed Sullivan Show*). But instead we decided to put on top-grade, provocative, original dramas, or news and information and the *Project XX* type things, plus other specials which we think will keep the schedule in balance."

What About Ratings • The matter of ratings is one of major concern to NBC-TV, Mr. Sarnoff says, not necessarily because of whether they're with or against the network on a certain show, but because of the interpretations placed upon them.

"You can't have it both ways," he says. "You can't accuse a network of going for ratings only and criticize it for the kind of programming it puts on for rating purposes, and then when it tries to do something else, clobber it because it didn't do as well as the competing show on a rating basis.

"I would hope that in the next few years all of us will get off this rating kick and really use the ratings for what they are—a terribly important and valuable instrument if they're used properly. But get off this rating kick on the basis of what happens between 8 and 10, period by period in terms of the

Who Looks After the Other 27 Minutes?

For $100,000, more or less, you can buy one half-hour of network television with three minutes' worth of commercials. And books have been written about the care, the prayer, and the talent it takes to get your money's worth out of those three minutes.

But unless the other 27 minutes attract and hold an audience, you may as well skip the commercials.

That's why one of the key jobs at the Leo Burnett Company isn't held by an advertising man. Our TV Story Editor is a showman. His job is to check every script before it's made into a program.

> The job description says: "he must have a sound sense of showmanship, a good head for costs, and a solid feel for splicing nine minutes of quality entertainment between every minute of commercial."

He has, and it helps our clients get their full $33,333.33⅓ worth for every commercial minute.

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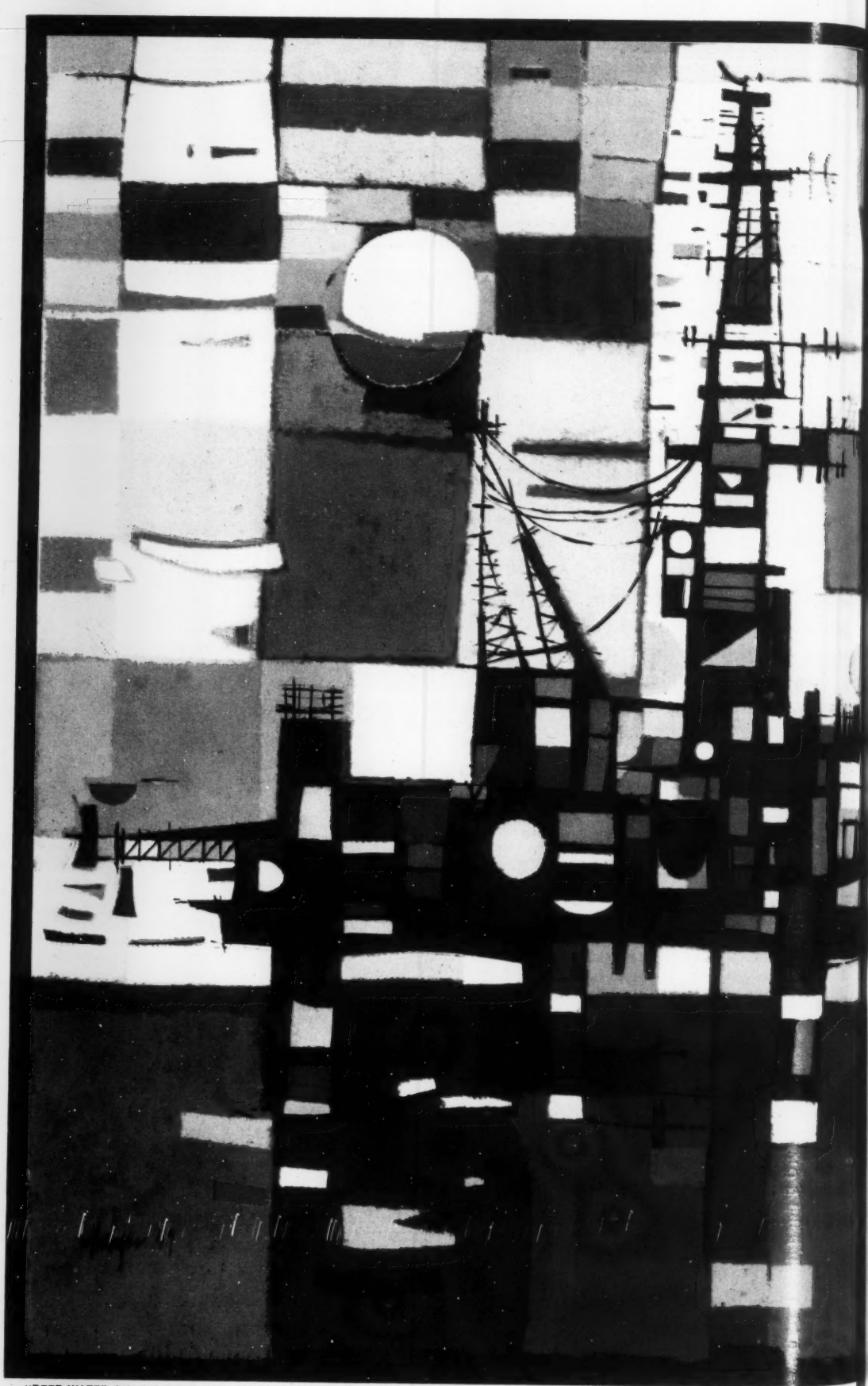


"DEEP-WATER OIL RIG NEAR NEW ORLEANS" BY ROBERT HELMER. FROM THE WDSU COLLECTION.

In New Orleans
WDSU-TV
gives you
the picture

Out in the Gulf of Mexico loom the towering offshore oil rigs. Their presence has changed the pace, the size the very skyline of nearby old New Orleans. New skyscrapers with names that oil made famous peer down at the fretted balconies of the Vieux Carre. Newcomers, oil and petro-chemical workers, jostle the oldtimers, mingling in the shopping crowds. And there's new money jingling in the pockets of both.

This is a new difference in America's most different city. WDSU-TV, with its years of experience, helps advertisers take full advantage of all the differences in the Greater New Orleans market.

night before, and whether, you won it by two points or half a point or something else.

"The question, rather, should be, 'Are you doing a good job of providing a program service from Monday to Sunday, from the time you open the schedule in the morning at 7 until you put it to bed at night at 1?' "

It's the totality of the thing that counts, thinks Mr. Sarnoff, and he's sure NBC has it. As he sums it up, "When you take all our westerns and all our mysteries and all our drama and all our specials and all our musicals and all our pure variety and entertainment and our news and information and sports and education I think you're getting a terrific package for the price of a television set and a chair."

BROADCAST ADVERTISING

HOW TV EVOKES SMELL, TASTE

To put over Maxwell House flavor, aroma, OB&M dreams up new visual, audio tricks

As of last week, Maxwell House vacuum-packed ground coffee, a major spot tv advertiser among the General Foods Corp. family of foods, started a nationwide campaign using a new television commercial (CLOSED CIRCUIT, Aug. 10). Generally speaking, General Foods for this product spends more than $1 million a year in spot tv alone, using on a 52-week basis about 100 markets located primarily in the East.

The commercial runs one minute, though shorter variations may be inaugurated later. Through the agency, Ogilvy, Benson & Mather, New York, the Maxwell House spot tv schedule is expected to be increased this fall as "viewing time increases." Radio—mostly in Southwest markets—can be expected to be playing the new theme on spot. The radio version uses portions of the tv music and audio.

The tv commercial, produced at a cost of less than $10,000, employed interesting techniques. It also served to point up how an advertiser seeks a "trademark in sound" for its product while visually appealing to the consumer's sensory perception, particularly to evoke a response to the aroma and flavor of coffee.

Major Job • Debut of the commercial at the same time marked the first major tv job for this particular product by OB&M, which only the first of this year received the ground coffee account from Benton & Bowles to become the fourth agency to handle any GF advertising.

The story of the commercial started last February at the offices of Ogilvy in New York. As a consequence of an account meeting it was agreed—as extensive consumer research available also showed—the concept that sells the most coffee is one which stresses flavor and aroma.

From this session evolved the advertising idea (or theme) for the commercial: A coffee that "tastes as good as it smells."

Ogilvy tried various "executions" of the theme (that is, a process of trying different approaches as in sampling hats for size). Then came what the agency calls the "clearly superior execution."

Clearly Superior • As viewers now see and hear the commercial, the "clearly superior execution" is a production that quickly eats up the 60-seconds as the coffee perks, the percolator puffs, the cup of hot coffee curls steam and an open can of coffee entices (see layout, page 38).

What Ogilvy obtained was a demonstration of its theme in sight and sound, and one that depends on an emotional (or sensory) response. At the same time, the percolating process that's known to every householder was heightened and made suggestive through a special music effect supplied by Plandome Productions of New York.

Each step along the way was thoroughly tested by Ogilvy. The concept was pre-tested before the commercial was prepared. After preparation, the semi-finished or "rough" commercial received testing. This research, the agency reports, substantiated the direction toward which Ogilvy moved.

(While this was a major tv effort for Maxwell House by Ogilvy, it came at a time when the agency, concurrently with the conception of a new theme, was "executing" still another Maxwell House product debut: the "Western Blend" [darker roast and a blend according to western taste], vacuum-packed ground coffee, introduction of which began last June.)

Perk Puzzle • The storyboard was created before the search for the "intriguing sound" and prior to the actual visual approach. In producing the commercial, technicians found it difficult to get coffee to perk in the manner

needed for the camera work. Nor was it easy to obtain a method to convey the sound of coffee perking.

So that the camera could pick up each perk with the correct sequence it was necessary to get a glass top of the correct shape. This was achieved by obtaining a hand-blown top made out of optical glass, shaped especially for the production. Additionally, particular care had to be taken of the lighting.

Those associated with the commercial's production cite the problem of making each perk "behave"—a control method was formulated. A similar task was faced on controlling the steaming of the percolator. In the process of attempting to solve the visual difficulties, the agency for a time experimented with infra-red and high-speed photography but these were not practical.

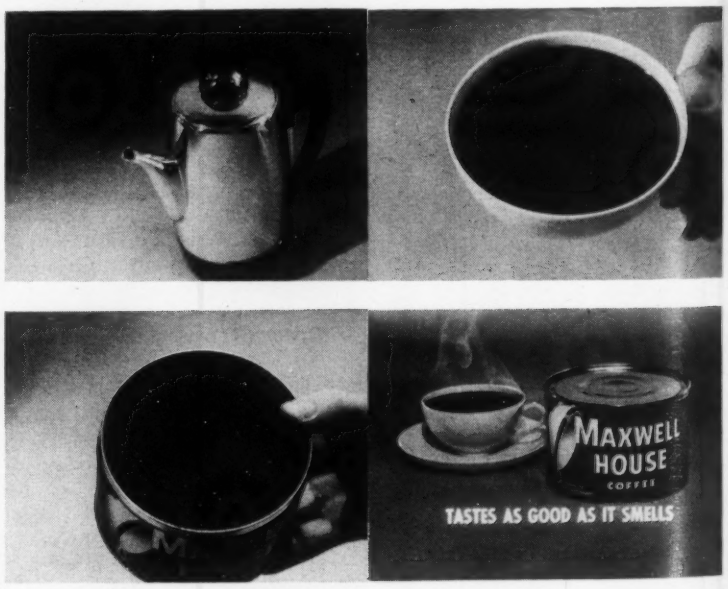
The film was shot on 35mm with some use of zoomar lens for work on the percolator top. The print was reduced to 16mm and the musical soundtrack first recorded on a machine usually used for recording stereo (this was done to achieve a balance of the instruments).

As for the music, three instruments were used: temple blocks for the sound of the perk, a bass violin and a Spanish bass guitar.

Happy Perking • For Plandome Productions the need was outlined for music to reinforce the copy line (or theme), a trademark of a distinctive sound to connote a happy musical percolator—that is, evoke the image of "happy perking coffee."

At first the agency had considered the use of a music background such as the bloop-bleeps in Alec Guinness' "The Man in the White Suit." This idea was discarded, however, and Eric Siday, specialist in musical electronic sounds at Plandome and assigned to the problem, came up with the multi-tracked (via electronic control) musical sounds.

Ogilvy's Leadership • The commercial concept was created under the leadership of David Ogilvy, president of the agency. Involved in the Maxwell House coffee account and/or in the execution of the coffee message were these Ogilvy people: David Crane, vice president and account group head; William E. Phillips, account executive on Maxwell House; Henry C. Bate, senior commercial producer (responsible for production on the commercial); David McCall, vice president and copy group head (responsible for writing on the commercial); David Elledge, art director, and John Hoagland, vice president and broadcast supervisor.



Happy commercial from Maxwell House • Highlight sequences start with the "happy" perk of coffee ("This is a coffee pot at work; listen to it perk"). The electronic sound of the coffee percolator continues throughout the commercial as scenes emphasize taste by showing the coffee poured, the filled coffee cup at close view, then to a shot of the open can (to stress the aroma), and finally dissolving to show the product as the announcer reminds, "Maxwell House is good to the last drop," and follows with the new theme, "Enjoy the real coffee that tastes as good as it smells every time."

DAN DAILEY

THE FOUR JUST MEN

JACK HAWKINS

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Have you heard what the WeeReBeL said to BBD&O?

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Over a million people can watch us in the 47-county area served by WRBL-TV; and the only way you can reach them all on TV is with WRBL-TV. Metropolitan Columbus has the highest family income in Georgia and 25th highest in the nation. Columbus belongs on every Southern schedule. WRBL Radio programs to the adult audience with top buying power in Columbus. Call HOLLINGBERY for choice availabilities in Georgia's second market.

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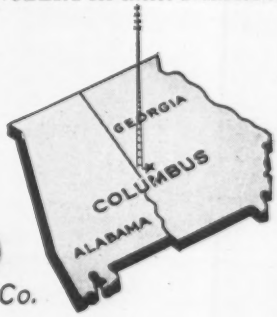

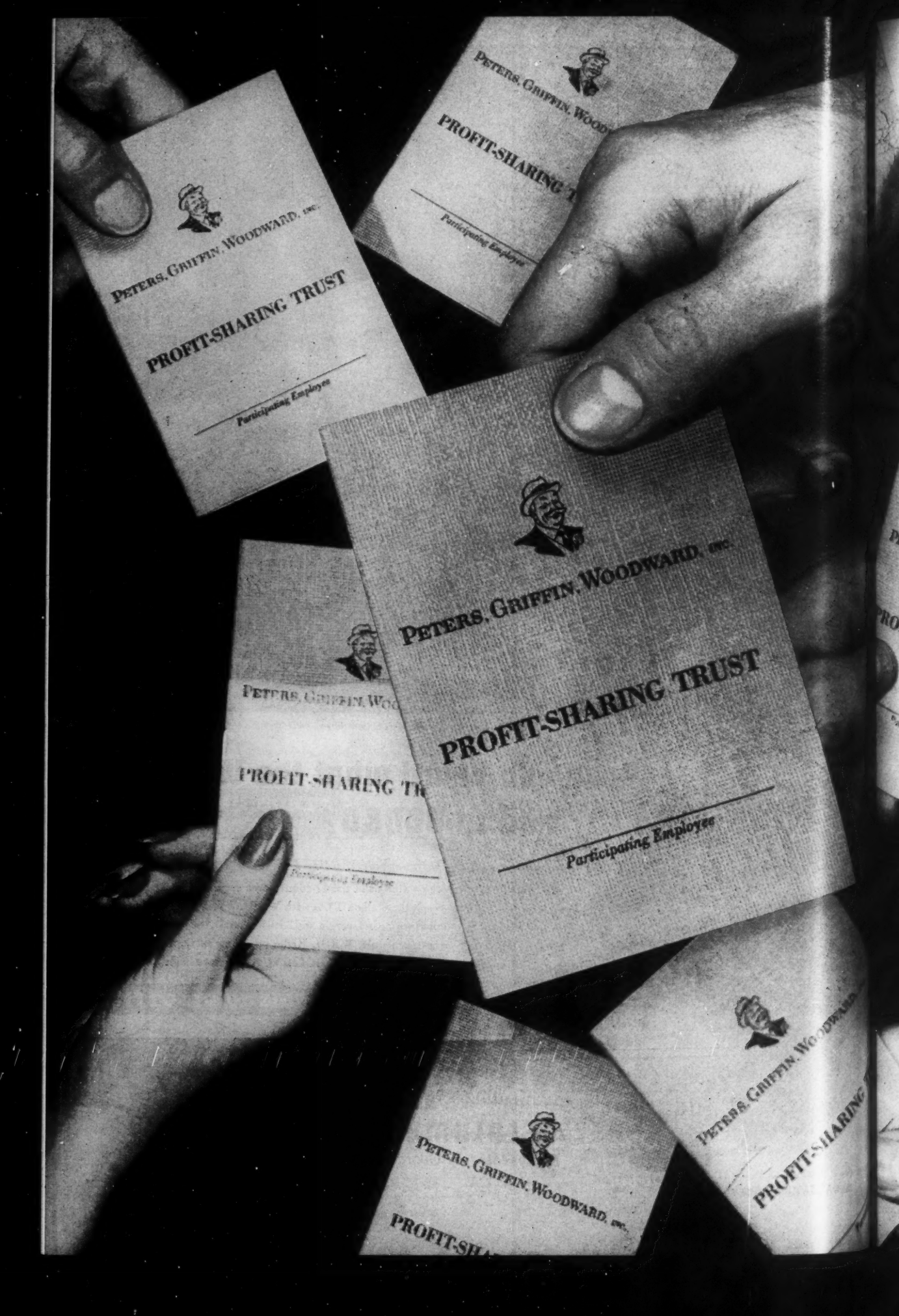
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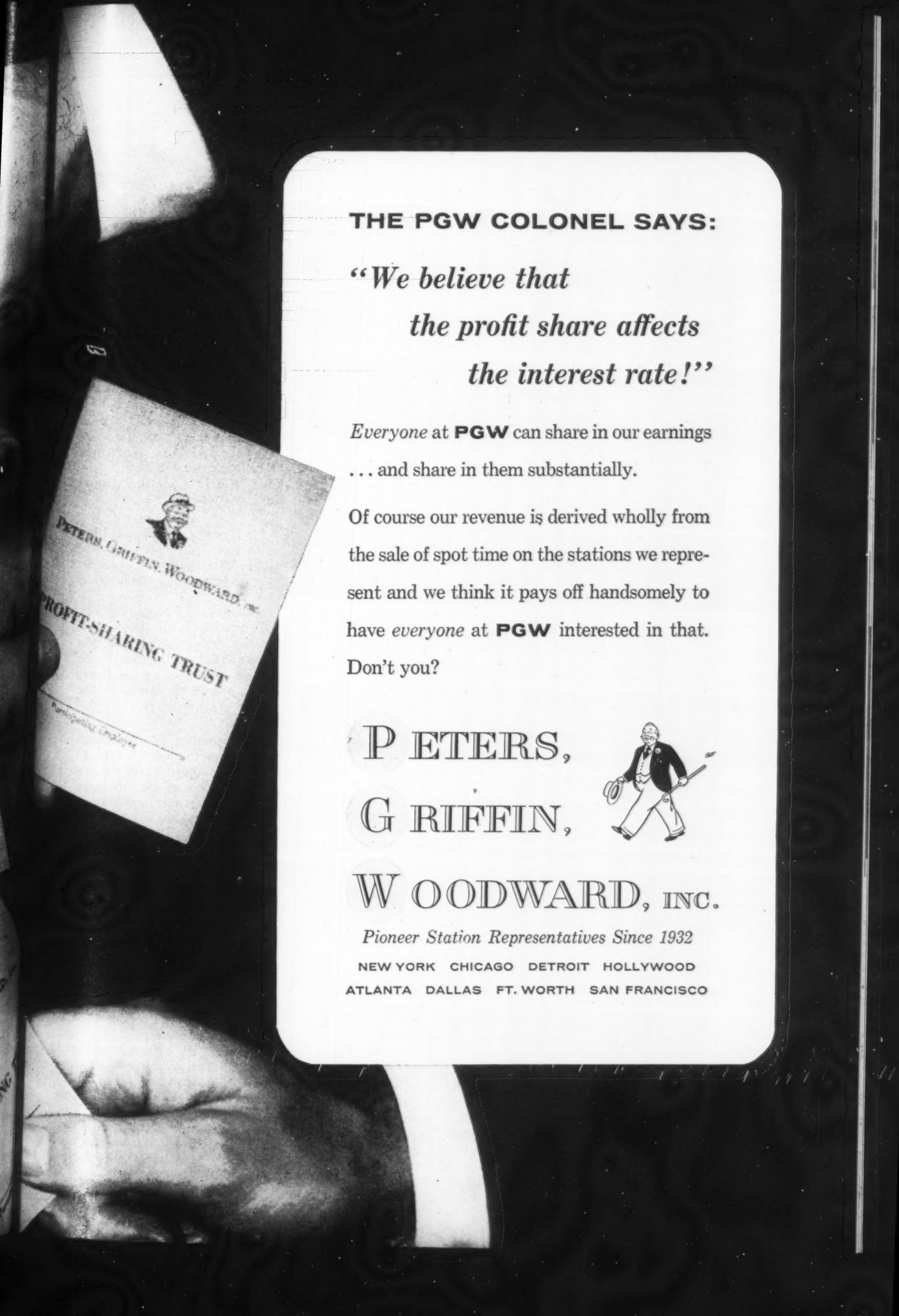
PROFIT-SHARING TRUST
Participating Employee



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"We believe that the profit share affects the interest rate!"

Everyone at **PGW** can share in our earnings . . . and share in them substantially.

Of course our revenue is derived wholly from the sale of spot time on the stations we represent and we think it pays off handsomely to have *everyone* at **PGW** interested in that. Don't you?

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Springfield, Massachusetts

HOW IT SOUNDS

Schenley commercial played by jinglemaker

The Schenley name is given nine times in a 55-second demonstration commercial proposed for acceptance of certain Pennsylvania radio stations (BROADCASTING, Aug. 10).

The musical commercial, prepared by Schenley Industries, a major distiller, as an "experiment" in its long-range advertising program was played to a group of newsmen last week.

A controversial number—NAB Vice President John F. Meagher says it violates the NAB radio Standards of Practice—to begin with, the commercial as yet has not had exposure on the air. Neither Schenley nor its agency, BBDO, has indicated firm plans to go ahead with the test.

The commercial cropped up with several others—none of them in the controversial category—at a news conference and demonstration held at the offices of Forrell, Thomas & Polack Assoc., New York, which creates music and lyrics for commercials. This firm had worked with BBDO and Schenley on the demonstration spot.

Friendly Schenley • The musical jingle is a lilting, country-style number, opening: "Oh the folks are friendly down friendly Schenley way. . . ." A full chorus and orchestration are featured in the commercial. It's reported that a tag line of "Schenley Industries, Schenley, Pa.," was proposed for the commercial. That would increase use of the name to 11 times.

Hard liquor advertising is voluntarily banned from the air. The spot does not mention any liquor brand.

Actually the Schenley commercial was run off with others at Forrell, Thomas & Polack as examples of craftsmanship in the musical commercial field. The company has been in business for two years and has had musical commercials on the air for such advertisers among others as U.S. Steel (BBDO), Maxwell House instant coffee (Benton & Bowles), Amoco's American gas (Joseph Katz agency), Bromo Quinine (Gardner), Welchade (Richard K. Manoff), Fels (Aitken-Kynett), Chevrolet (Campbell-Ewald), Mutual of Omaha (Bozell & Jacobs).

Seminars Set • The news conference was held to announce a series of seminars to be held for advertising agencies beginning later this year. The workshop sessions are designed to encourage more use of music in commercials by dissecting the typical jingle from start to finish and demonstrating good (and bad) music for advertising.

They do remember • A quick recall of a brand name is the key to many toothbrush sales. Aware of this, Block Drug Co. in brushing up its old tv commercial for Py-Co-Pay toothbrush retained the "memorability" of a jingle set to music which was basic to the original commercial that had a long tv play (animated figures using the toothbrushes as skis in the Alps).

Along with retention, the new commercial features a bright and bouncy jazz tempo by a quartet and modern instrumental group who accompany Francine Carroll's handling of the lyrics. Animation is used to demonstrate the cleaning action of both the bristles and the soft rubber tip. In the live action sequences, Merry Martin, one of the children in the current Broadway play, "J.B.," was cast as the daughter.

Jerry Schnitzer, the first American to win the Grand Prix du Cinema at Cannes (1959) directed the live portions of the filming for Robert Lawrence productions which produced the commercial.

The commercial debut: Aug. 5 on the *Jack Paar Show* on NBC-TV in which the toothbrush advertiser has extended its schedule Sullivan, Stauffer, Caldwell & Bales, New York, is agency

K&E adds unit

Kenyon & Eckhardt Inc., N.Y., has organized a new sales development and promotion division designed to expand client services on both national and local levels. The division will serve as a base in K&E's five-year plan to "increase clients' business, and with theirs, our own," according to Stephens Dietz vice president and merchandising director. J. Clarke Mattimore, vice president, has been named director of the division's operations.

Now FARGO is No. 1 in the U.S.A., for retail sales per family!

We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

WDAY

FARGO, N. D.

NBC • 5000 WATTS

970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

L-O-F will explain why girls need mirrors

Backbone of the Libbey-Owens-Ford advertising for the 1959 fall season will be *Bourbon Street Beat*, hour-long detective series on ABC-TV, the independent distributors of L-O-F glass products have been told. Assembled (at L-O-F expense) in regional meetings last month in nine cities—New York, Richmond, Atlanta, Toledo, Memphis, Chicago, Dallas, Los Angeles and Seattle—the distributors not only got a preview of the new tv program, complete with L-O-F commercials, but a detailed account of the manner in which it will be merchandised to the retailers and the general public, with emphasis on their part in the procedure.

This briefing was given by the company's top executives, from President G.P. MacNichol and Board Chairman J.D. Biggers to the sales managers of the safety glass, Thermopane and mirror divisions, who addressed all nine regional meetings simultaneously in what was proudly announced as "the first closed-circuit television conference ever held in the flat glass industry."

In showing the pilot of *Bourbon Street Beat* to its distributors, Libbey-Owens-Ford asked them, as they watched, to make their own judgments on how popular the series of the ABC-TV program director who "made a sizeable bet that *Bourbon Street Beat* will have a rating of 30 before Christmas," somewhat better than the average will be and compare theirs with that of 26 quoted for *Perry Mason*, which L-O-F sponsored last year on CBS-TV, along with college football games on NBC-TV.

Top Viewing Time • The new series will be broadcast Monday, "top viewing night of the week," at 8:30-9:30 p.m., "top viewing hour on Monday night," starting Oct. 5, according to the "Bourbon Street Beat Talk Book," handsomely illustrated, outsize brochure. "So now *you're* on *Bourbon St. Beat*," the brochure tells each retailer-dealer, "because you're on big-time tv with L-O-F Glass, and in a period of a month, at least 60% of the tv viewers in your market will see this great show. . . . It's a nationwide 135-station network show that will work wonders for you locally."

The program's co-sponsors are L-O-F, P. Lorillard (Old Gold Straights) and Van Heusen (shirts), "big timers all," the Talk Book declares. "All want mass audience for mass sales and they'll get it." L-O-F will have two commercials on each program and will devote both of them to the same product: Thermopane insulating glass on Oct. 5 and 19, Nov. 2 and 23; safety plate glass for automobiles on Oct. 12 and 26, Nov. 9 and Dec. 28; mirrors made of Parallel-O-Plate on Nov. 16 and 30, Dec. 7, 14 and 21.

To permit distributors to get identification with the program and the L-O-F products, the final 15 seconds of one of the commercials each week is available for local cut-ins naming them as the local product source. The local service charge for cutting into the network commercial and supplying an announcer to read distributor names behind slides will be billed to the distributors. L-O-F, however, will pay time charges, which amount to about 10 times the cut-in fees, the meeting was told.

Lots of 'Schticks' • To make merchandising tie-ins easy, Bill Orr, executive producer of the series for Warner Bros., has inserted a number of "schticks" into *Bourbon St. Beat*. (A schtick, the distributors were informed, "is a piece of incidental business which has nothing to do with the plot but serves as the trademark of one of the characters." An example is the constant hair-combing indulged in by Kooky, parking lot attendant in another Bill Orr-Warner Bros.-ABC-TV series, *77 Sunset Strip.)*

One promotional sideline for *Bourbon St. Beat* will be a cookbook based on Rex Randolph's (the hero, played by Richard Long) schtick of cooking for lady friends "instead of showing them his etchings." Another is the "Bourbon Street Beat" album, featuring the combo seen on tv. Cal Calhoun (Andrew Duggan), Rex's partner, is an expert on old movies and his dictating in the manner of such stars as Clark Gable provides another schtick to keep viewers tuning in week after week. Another is the raising of carnations under a sun lamp in the Absinthe House by Billy the Baron, piano player (Nat [King] Cole's brother in real life).

Why Girls Need Mirrors • Most important schtick for L-O-F, however, is connected with *Bourbon St. Beat's* heroine, Melody Lee, a successful contestant in local beauty contests (as her portrayer, Arlene Howell, Miss United States in last year's Miss Universe contest, has been in real life). The distributors learned that Mr. Orr is working out a number of scenes where Melody Lee practices her flirting technique in front of a mirror.

Some 2.5 million young men have paid 35 cents apiece for hard-rubber "Kooky" combs and it's the L-O-F belief that at least as many girls will want to try Melody Lee's man-catching techniques. The company has a series of promotional helps for dealers, including newspaper mats, window stickers, posters and larger-than-life-size cut-outs identifying the mirrors as "Styled for me, Melody Lee." A Christmas mirror promotion also features Melody Lee.

To help the distributor present the mirror story to retailers and to encourage retailers to lay in lots of mirrors so they'll be prepared to handle all the business the *Bourbon St. Beat* commercials are expected to generate, L-O-F has prepared a "Mirror Talk Book" to be used as a supplement for the major talk book on the program itself. There are similar talk books for Parallel-O-Plate picture windows and sliding doors, for Thermopane insulating glass and safety-plate auto glass.

Right-to-advertise: Ohio makes it law

The first right-to-advertise state law, signed by Gov. Michael V. DiSalle of Ohio, becomes effective Nov. 2.

This trail-blazing statute takes away from all state agencies in Ohio their regulatory power over advertising and is described by media as an important step in guaranteeing freedom of information. Radio and tv stations joined banks, agencies, advertisers, organized media groups, merchants and telephone companies in supporting the measure. It passed the Senate 28-0 and the House 113-2.

Under the new law media, advertisers and agencies are protected from adoption by state agencies of rules against truthful and legitimate advertising, including price advertising. In addition the law provides for suspension of state licenses for those convicted of false advertising, plus fine and/or jail sentence.

Past restrictions in Ohio have included bans on advertising the price of services or products, regulation of the size and kind of advertisments and even rules covering size and kind of type, use of illustrations and what could be stated in the advertising.

"M'SIEUR DuPRADE, HOW WAS THE CLIMATE AT CANNES?"

©Piel Bros., 1959

Très Americain, mais definitement. "American entries scored a sweeping victory at the sixth annual Cannes International Advertising Film Festival," said Advertising Age. One of the big awards*, it reported, went to "Hockey Player," the Piel Bros. film commercial starring Bert and Harry Piel and Philipe DuPrade, fractured-French hockey ace. Agency: Young & Rubicam, Inc. Film producer: Terrytoons. Moral: You'll find just the right climate for all of your film commercials at prize-winning, internationally-renowned Terrytoons. Natureellement! TERRYTOONS, A Division of CBS Films Inc., 485 Madison Avenue, New York 22, New York. Call PLaza 1-2345.

*First prize for live action or animation not longer than 60 seconds.

WHY PET BUYS SMALL MARKET RADIO

Annual c&w talent hunt brings tangible results at low cost

"It's one of the best-kept secrets from Madison Avenue today—it's the most merchandisable thing in radio today," observed an advertising representative. He was commenting on Pet Milk Co.'s sponsorship of *Grand Ole Opry* and its annual country and western music talent contest of 185-190 Keystone Broadcasting System stations.

He also might have pointed out that sales of Pet products have risen 25-30% as a direct result of the contest and that *Opry* has proved to be a singularly successful advertising-merchandising vehicle for the company for the past four years. Further, it's regarded as a testimonial to the effective utilization of small market radio.

If agency (Gardner Adv. Co.), client (Pet Milk), network (KBS) and station executives are gratified with Pet's *Opry* broadcasts and contest—and specifically with the reaction and results—it's quite understandable because, as they describe it, "in this promotion, everybody wins." To wit:

• For Pet, an ascribable sales boost and lots of merchandising mileage for a relatively low annual expenditure of approximately $250,000.

• For Gardner, a happy client and the knowledge of effective media planning.

• For Keystone, satisfied station affiliates, and

• For small-market broadcasters, an opportunity to demonstrate their merchandising-promotion ingenuity and to gain "additional revenues and community prestige and identification," according to agency-client-network representatives.

Blueprinting for 1960 • Last week, with memories of the second annual contest (in Nashville June 18-21) still vivid, they already had started plans for next year's country and western talent competition at local station levels. Pet Milk also sponsors a half hour of WSM Nashville's own 3 hour, 45-minute *Grand Ole Opry* (a different series with similar rotating talent), along with Prince Albert smoking tobacco, Coca-Cola and other sponsors. Keystone's version has become so popular, according to the transcribed network, that it is considering the sale of an additional 30 minutes to another client.

WINNERS: KVSA's TOWNSEL SISTERS

If Madison Avenue knows little of Pet Milk's success in the use of small market radio, it's no secret that Nashville is perhaps America's No. 1 country and western music locale and No. 2 c & w recording center.

Pet's weekly transcribed 30-minute show on Keystone (expanded to a full hour for the contest finals) is an offshoot of WSM's own series, aired since 1933, networked by NBC since 1940 and regarded as the oldest continuously-sponsored radio program of its kind. (It chalked up its 1,000th broadcast last November and has taken in well over five million paid admissions in Nashville's 5,000-seat Ryman Auditorium, a reconverted church, with its pews still intact.) The KBS version takes place in WSM studios and is shipped to affiliates for playback the following week.

Pet and *Opry* have become synonymous in what KBS chooses to call "hometown and rural America," according to Robert Piggott, Pet advertising director. He feels his company possesses a vehicle of interest that's part of the very culture of the people in Keystone's coverage area and one that is "highly promotable." He also notes that stations are able to gain "additional revenues and prestige" by carrying the Pet-sponsored series.

Local Support Pays Off • Ray Morris, Pet's product advertising manager, describes the program as a supplement to the company's use of network tv (CBS-TV's *The Red Skelton Show* and *Edge of Night*) plus Spanish and Negro programming schedules. Last year, he points out, the talent competition helped boost sales of Pet products (Pet Evaporated Milk, New Pet Instant Non-Fat Dry Milk and Pet-Ritz Frozen Pies) about 20% during April-June. On the basis of available audience measurement data, cost-per-thousand in small station markets has been gratifyingly low, he adds.

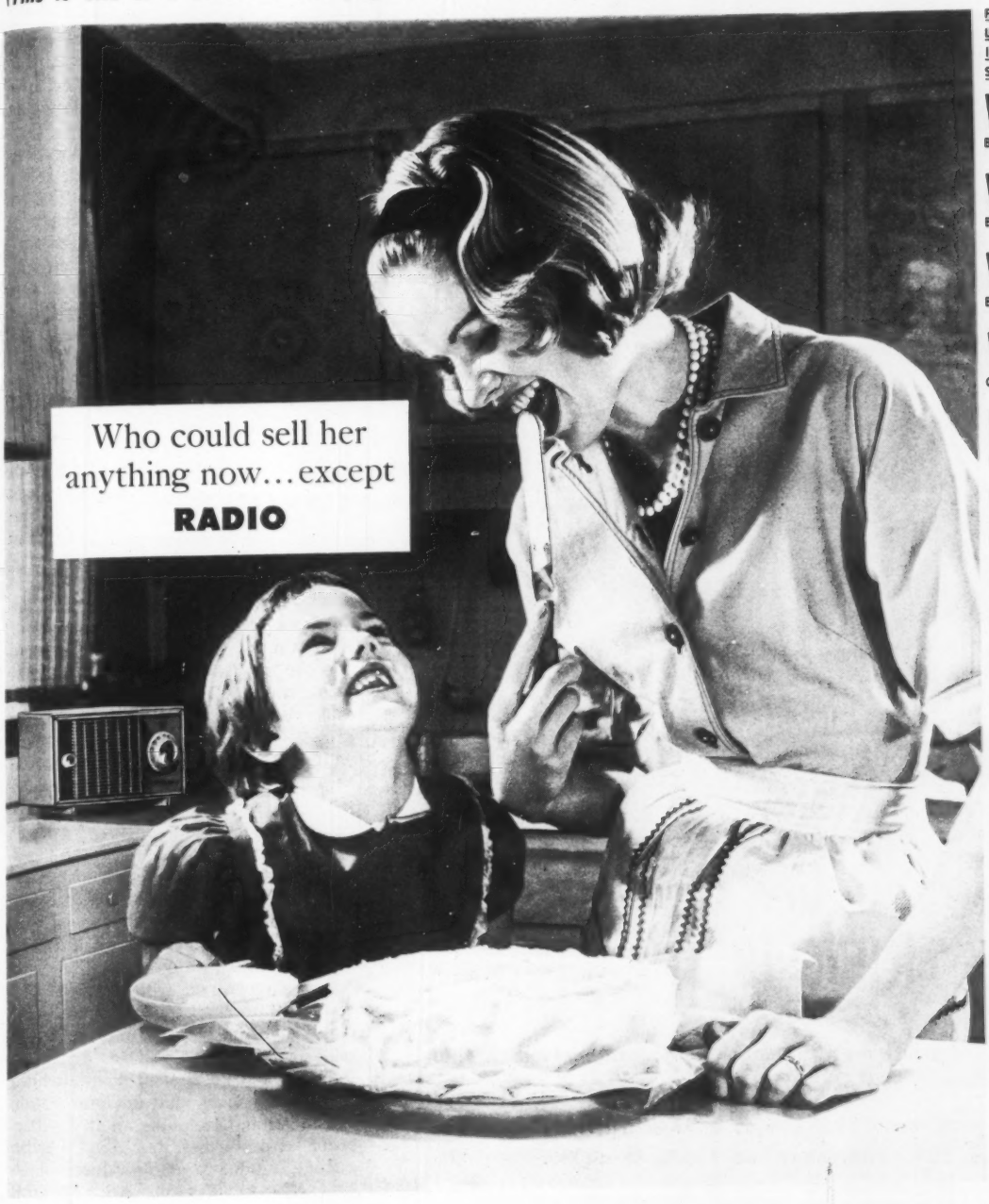
Wells Hobler, vice president and account supervisor on Pet at Gardner Adv. Co., points out ratings are hard to come by because of the small size of most of the markets (about 50% one-station, 25% two-station and the remainder three-or-more outlets) but backs up the estimates on low cost-per-thousand impressions. In any event, Pet's sponsorship of *Opry* on KBS stations accounts for only 10% of its overall broadcast budget. Mr. Hobler states:

"We feel it represents one of the greatest values in radio today because we have wrapped up so much in a single package. We not only get our regular quota of commercial time but we also have been able to achieve an unusual amount of advertiser-program identification. Along with this, we have been able to achieve a high degree of talent participation and testimonial in our commercials, most of which seems to have been achieved spontaneously and enthusiastically."

Mr. Hobler says tv had not been adequately covering the southern markets until recent years and "we were looking at small markets when we bought the *Opry* on KBS—towns of 2,000-5,000 people." Pet Milk wanted a national radio property with a country and western music flavor and Gardner seemed appropriately equipped on the basis of its experience with Ralston's Purina chows account.

Tune-in Isn't Enough • Says Earl Hotze, Gardner account executive on Pet Instant Non-Fat Dry Milk: "These commercials have believability, sincerity and attention-getting value. To make the most of radio advertising today, you no longer merely

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
WBEN Buffalo
WGAR Cleveland
KOA Denver
WJR Detroit
WTIC Hartford
WDAF Kansas City
KTHS Little Rock
KFI Los Angeles
WHAS Louisville
WCKR Miami
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WSYR Syracuse
WTAG Worcester

The "Companion Medium" has more impact than ever... but–there are Great Stations and N.S.G. Stations!

Nobody questions radio's ability to reach into people's minds . . . economically and importantly. But—not *every radio station* does it with the same success for, as in any field, there are some great stations and some N.S.G. The great ones don't run sideshows or accept questionable advertising but invest in the solid programs that attract solid audiences. In most major markets there is one great station. The 18 listed at the right are the great ones in their markets. Add 30 to these 18 and you'll achieve clarion clear coverage across America. Concentrate on these leadership stations and you'll realize the full value of big radio, *the companion medium.* For complete information, including data developed by Alfred Politz research, call any Christal office.

HENRY I. CHRISTAL CO., INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

OUR MUSIC IS THE MOST!

Listeners dig our music in much larger numbers than that of our "music and news" competitors.

WBT's local music shows enjoy a 98% listener lead in the mornings, 50% afternoons and 126% at night.*

Music represents only a portion of WBT's varied, creative, responsible programming. At home or on the road, Carolinians have it made with WBT.

Express yourselves, truth-seekers. A small bundle of loot placed on WBT covers the nation's 24th largest radio pad. Call CBS Radio Spot Sales for the Word.**

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT Charlotte

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

get a large tune-in and assume a selling job will be done. You must capture the attention of the audience and leave a strong believable sales message to capture their minds."

Sidney J. Wolf, KBS president, claims his transcription network is in a "unique" position to promote the *Opry* broadcasts and talent contest because of Keystone's coverage area and the flexibility of contractual arrangements with its affiliates. "You can do a lot more in smaller towns on the basis of personal relationships and the merchandising possibilities are tremendous," Mr. Wolf believes. He reports that stations voluntarily offer to provide merchandising and promotion services and "take pride in doing something a little extra."

Managers of KBS affiliates take an active part in the annual Pet Milk Grand Ole Opry talent hunt. They conduct local auditions, contact grocers in their areas on display material, air "teaser" and followup promotional spots, run paid newspaper ads, send out publicity releases and mail in tapes of their winning talent. They are asked to compile a dossier on their total merchandising and promotional efforts and thus compete for station promotion prizes. Those who furnish the seven winning finalists get all-expenses-paid trips to the Nashville soiree for themselves and families. Grocers also receive prizes for displays.

The Rainbow's End • Youthful performers compete for fame and fortune in the country music field. The national winner gets a chance to appear with leading c & w talent (Roy Acuff, Ernest Tubbs, etc.) on six *Opry* programs and receives a contract with a top c & w recording firm (all finalists and stations win plaques). This past June, the Townsel Sisters, of Lake Village, Ark., won the honors at Pet's talent finals attended by client, agency, network and station executives and including an all-day barbecue at performer Roy Acuff's lavish estate. Stations which produced finalists: KVSA McGee, Ark.; WDLB Marshfield, Wis.; WFAI Fayetteville, N.C.; KFTV Paris, Tex.; KTCS Fort Smith, Ark.; WMEN Tallahassee, Fla., and CJOC Lethbridge, Alberta, Canada.

Edwin R. Peterson Sr., KBS executive vice president who handles the Pet Milk account, describes reaction to this year's contest as "terrific" and feels the project will continue to grow.

"Naturally", he said, "all of this means a great promotion for Pet and results in local publicity and tieins with the retail food outlets, meaning increased sales, which is the ultimate object. I believe, as time goes on, this talent search will get national recognition similar to many other awards that are made. Frankly, we have only scratched the surface."

KCMC-TV BIGGER than ever!

SHARE OF AUDIENCE

TOTAL

KCMC-TV	73.1%
Station B	15.0%
Station C	12.1%

KCMC-TV, after scoring its all-time record ARB SHARE OF AUDIENCE (April, 1959 Metro), enters the new season with a GREATER THAN EVER program schedule. As a result of this unprecedented ADVERTISER ACCEPTANCE, we look forward to another record-breaking year for AUDIENCE ACCEPTANCE in 1959-60.

SPOT ADVERTISERS

Choice adjacencies still available, day and night, within this terrific program schedule . . . also REWARDING participating minutes in top local shows and the popular MGM PLAYHOUSE. Call your Venard man now for complete information.

CBS DAYTIME ADVERTISERS

If Texarkana is not on your list, your commercials are being DELETED . . . and you're missing a tremendous cost-per-thousand bargain. Average daytime rating 16.3 (9:30 a.m. to 5 p.m.); share of audience 72.4%!

NEWS
SPORTS
WEATHER

NIGHT-TIME

CBS—23 Hours per Week ordered on KCMC-TV
90% OF THE CBS SCHEDULE

ABC—9 Hours per Week of CHOICE, TOP-RATED SHOWS

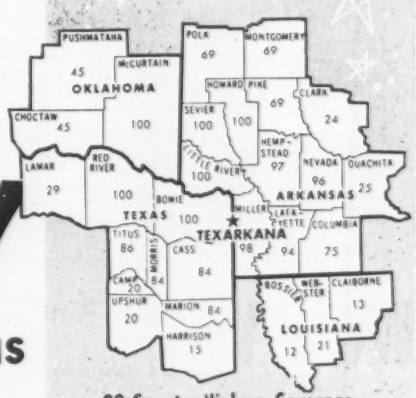
MGM
MOVIES
NIGHTLY

DAILY
FARM
DIGEST

DAYTIME

KCMC-TV Carries Virtually The Entire CBS Day Schedule
PLUS
American Bandstand and 5:30 Kidstrip from ABC

"ROMPER ROOM"



29-County Nielsen Coverage

County figures indicate percent of television homes which view KCMC-TV once or more WEEKLY.

dominate the 4-state corner of the Southwest with

KCMC (CBS) (ABC) TV

TEXARKANA, Texas–Arkansas

Maximum Power Channel 6 WALTER M. WINDSOR, *General Manager*

Represented Nationally By Venard, Rintoul & McConnell, Inc.
Clyde Melville Co.—*Southwest* James S. Ayers Co.—*Southeast*

KOBY

gets your sales figures UP ON THEIR TOES

(in San Francisco)

KOBY delivers the audience in San Francisco! So when you tell your story on KOBY, you give your products and services maximum sales push. KOBY listeners are a loyal audience—and they're in a buying mood. That's why sales soar when you buy KOBY!

LET **PETRY** put you on the **KOBY** bandwagon—the most effective vehicle for reaching more of the San Francisco market.

(Incidentally, when you're in Denver, stay at the Imperial Motel, 1728 Sherman, downtown, convenient.)

KOBY / *10,000 Watts in San Francisco*

For *Greenville, Mississippi* — **WGVM**

MID-AMERICA BROADCASTING COMPANY

VIDEO TAPE EQUAL TO 'SLICKS'

N.W. Ayer asks NTA for taped commercials of 'magazine' quality to show off products

N.W. Ayer would like to attain magazine picture quality in its taped video commercials.

The constant agency search for new or modified techniques to show off the client's product at its best was spotlighted by N.W. Ayer at a conference held last week at its 30 Rockefeller Plaza offices in New York.

The private meeting was held with Ayer and NTA's Telestudios representatives.

Four Ayer people attended: Samuel C. Zurich, supervisor of live radio-tv production, who also presided: Harold Matthews, service representative (Ayer's terminology for account people) on Sealtest Foods; William B. Robinson, tv producer on Sealtest, and John Hull, tv production liaison (in the Philadelphia office).

A Telestudios group of about a half-dozen was led by George K. Gould, president; Al Markim, director of operations; King Horton, sales manager; Robert Carlisle, supervisor of operations, and Gil Stevens, technical director.

Tv Techniques • The conference was initiated by Telestudios to gain a working knowledge of the agency and its commercial techniques. (At its conclusion, Mr. Gould said additional meetings would be planned with other major agencies with whom Telestudios does business and that BBDO and Benton & Bowles probably would be contacted in that order.)

The conferees agreed to explore methods toward achieving the desired "magazine" quality in commercials.

It was emphasized that tv viewers expect of a commercial the approximation of what they see of a product in a top-grade magazine photo advertisement layout.

Ayer's interplay of print and tv was noted in that its writers do both; a year ago, the agency consolidated its creative print and tv in Philadelphia.

A Telestudios' suggestion that the agency forward its print photographic ad layout to the studios before rehearsal and actual shooting begin received favorable attention. It was the consensus of the tape group that its technicians are becoming more expert in reaching a point where in the past only film makers could go. As expressed by Mr. Gould, the objective is to duplicate the "advantages" of film while retaining tape's obvious contribution of spontaneity to commercial production.

There were technical suggestions exchanged as well, such as refinements in the sweep frequency and adjustments in tables holding the products to permit a more favorable camera angle and view.

Highlights of the meeting: An explanation of how N.W. Ayer operates in the production of a tv commercial, discussions of Ayer's approach in frequently relating tv advertising to a print theme, and of precautionary measures necessary in taping food commercials.

The four departments at Ayer involved in a tv commercial's development are service (or account group) with direct access to the client, copy, art and commercial production.

Commercial's Birth • The Ayer commercial originates with the service representatives who meet with the client to determine his need or problem, and how and where to advertise his product. This is followed by an agency meeting made up of service, copy, art and commercial production, during which the account (service) people interpret the client's needs.

Copy rejects or accepts this idea. If accepted, the idea is translated into written form and copies sent to the art and commercial production departments, the art department handling the visual material and commercial production reviewing the copy from a video standpoint.

Production estimates (cost of the

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week August 6-12 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Aug. 6	Groucho Marx (10 p.m.)	NBC-TV	16.9
Fri., Aug. 7	77 Sunset Strip (9:30 p.m.)	ABC-TV	15.1
Sat., Aug. 8	Gunsmoke (10 p.m.)	CBS-TV	20.2
Sun., Aug. 9	What's My Line (10:30 p.m.)	CBS-TV	17.5
Mon., Aug. 10	Desilu Playhouse (10 p.m.)	CBS-TV	19.2
Tue., Aug. 11	Rifleman (9 p.m.)	ABC-TV	15.3
Wed., Aug. 12	Bat Masterson (9:30 p.m.)	NBC-TV	14.7

Copyright 1959 American Research Bureau

ABOVE ALL . . .

WGY DELIVERS

YOUR SALES MESSAGE MORE EFFECTIVELY

WGY will deliver your sales message more effectively in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christal man or call WGY, Schenectady, New York.

50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

Talking tape • N. W. Ayer's Samuel C. Zurich, supervisor of live radio-tv production (at head of conference table), conducts the session with Telestudios' group, (l to r) Betty Thorburn, executive assistant to Al Markim, director of operations at Telestudios who attended but is not pictured; David Dorset (face partially hidden), a telestudios cameraman; Harold Matthews, service representative at Ayer on Sealtest Foods; William B. Robinson, Ayer tv producer on Sealtest, and George K. Gould (right of Mr. Zurich), Telestudios president. Reflected in the mirror is King Horton, Telestudios sales manager.

commercial) are made by the commercial production people and submitted to the service department. A "refined" commercial then is transmitted to the service department which will review it and may ask for adjustments. Next step is client approval. Ayer people estimated that in general it takes about six weeks to produce a commercial.

Advertisers sign for summer radio

ABC Radio enjoyed one of its best sales runs of the year during the period from late June through the first week of August. Officials counted up last week and reported that gross time sales for the six weeks came to $1.75 million. Fourteen contracts represented new business and eight were renewals.

New business included sponsorships of segments of *Breakfast Club* by Plantabbs Corp. (through W.B. Doner & Co.), Swanson Cookie Co. (Grant), Peter Paul Inc. (Dancer-Fitzgerald-Sample) Chicopee Mfg. Co. (Arndt, Preston, Chapin, Lamb & Keen), Curtis Circulation Co. (BBDO), Magla Products (Edward Lieb) and Burgess Vibrocrafters (Olian & Bronner); 52 weeks of Paul Harvey newscasts by Bankers Life & Casualty Co. of Chicago (Phillips & Cherbo); regional sponsorships of last Friday night's (Aug. 14) All-Star Football Game by Western Air Lines, Los Angeles (BBDO) and Standard Oil of Indiana (D'Arcy); co-sponsorship of *News Around the World* by Reynolds Tobacco (William Esty Co.), the Patterson-Johansson heavyweight fight in June by United Artists Corp. (Monroe Greenthal & Co.), *Frank & Ernest* by Dawn Bible Students Assn. (W. L. Gleason & Co.) and *Tello-Test* on the ABC Radio Pacific Coast regional network by Labco (W.C. Beals Adv.).

Renewals came from Cadillac Cars (two contracts), Voice of Prophecy, Dr. Thomas Wyatt, Kretchmer Wheat Germ Corp., Sealy Mattress Co., Folger & Co., and Boyle-Midway Inc.

• Business briefly

Time sales

• Christmas Club (savings plan through 8,000 banks, loan associations), N.Y., buying two newscasts daily across the board on Mutual for four weeks during November-December, both this fall and in 1960. Agency: Brooke, Smith, French & Dorrance, N.Y.

• Southern Bell Telephone & Telegraph Co., Atlanta, Ga., will sponsor Sunday filmed replays of 1959 Auburn football games over WSFA-TV Montgomery (originator), WAPI-TV Birmingham, WKRG-TV Mobile, WMSL-TV Decatur, WAFG-TV Huntsville and WOWL-TV Florence, all Alabama. Agency: Robert Luckie & Co., Birmingham.

• Liggett & Myers Tobacco Co., N.Y., through Dancer - Fitzgerald - Sample there, and Stephen F. Whitman & Son (candy), Phila., through N.W. Ayer there, will co-sponsor the Liberty Bowl football game telecast on NBC-TV Sat., Dec. 19. NBC has a five-year radio-tv contract for the new post-season collegiate contest.

• A 13-week spot tv promotion for Colgate-Palmolive's Super Suds begins Sept. 1 in 20 southern markets. Plans calls for an average of six daytime spots per week, mostly minutes, over each station. Agency: Street & Finney, N.Y.

• Duquesne Brewing Co., Pittsburgh, and Marlboro cigarettes will co-sponsor coverage of the Pittsburgh Steelers football games over 40 radio stations this year. The broadcasts are to originate from WWSW-AM-FM Pittsburgh. Agency for Duquesne: Vic Maitland & Assoc. Inc., Pittsburgh. Agency for Marlboro: Leo Burnett Co., Chicago.

• Electric Auto-Lite Co. (automobile accessories), Toledo, ends several years' absence from broadcast media with $380,000 purchase of NBC *News on the Hour*. Involved is one-quarter sponsorship for 13 weeks starting Aug. 31. Agency: Grant, Detroit.

Agency appointments

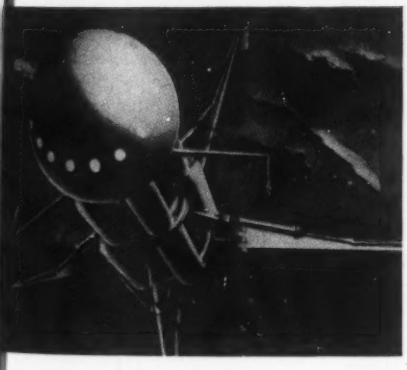
• Minute Maid Corp., Orlando, Fla., has assigned its Hi-C Div. to Dancer-Fitzgerald-Sample Inc., N.Y. The Division was formerly handled by Reach, McClinton & Pershall Co., Chicago.

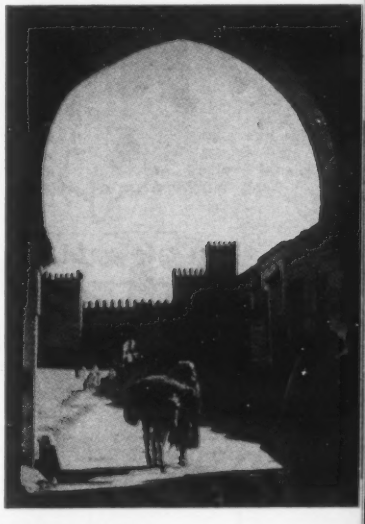
• Granco Products Inc. (fm receivers, hi-fi equipment) Long Island City, N.Y., has appointed Weiss & Geller, N.Y., for the metropolitan area, where some 80% of the budget will be in spot radio beginning this fall. Plans call for promotion of the fm medium as an indirect boost to sale of Granco

For store tenders

An unusual specialized audience is the objective of International Resistance Co. (technical equipment manufacturer), Philadelphia, which has contracted for morning programs on KTLA (TV) Los Angeles during the Aug. 18-21 Western Electronic Show & Convention in San Francisco. The show, aimed at the many technical people in the Los Angeles area who will not be able to attend the San Francisco sessions, will consist of latest reports from the convention.

"NOTHING SUCCEEDS LIKE SUCCESS"





And these 7 new TV shows, syndicated by Bing Crosby and Kenyon Brown, have proved so successful in other markets they're a cinch for success in your market!

Produced in Hollywood, the capital of filming know-how, these great new shows are now available on tape or film. Premiered in Los Angeles, TV's toughest market, they bring you a pre-tested case history of success. Call or write for a showing today.

YOU ASKED FOR IT peers into the rare and unusual... from a dangerous high wire circus act to a glimpse into submarine training. In 8 years on the network, it has always had a sponsor.

ADVENTURE TOMORROW searches the fascinating world of science under the direction of a nationally-famous physicist, inventor and author.

VAGABOND roams the world from the lofty redwoods of Sequoia to a carnival in Munich... with the emphasis on people.

SUNDOWN is a novel and dynamic series. Truly different, it has warmth combined with an exciting new format—every scene takes place after Sundown!

PEOPLES' COURT OF SMALL CLAIMS presents compelling human emotions in courtroom drama—actual cases carefully enacted.

WONDERS OF THE WORLD explores the little-known and interesting from Pakistan to Peru... from Sweden to Siam.

WANDERLUST travels the world seeking the rare and interesting from the back country of Utah to the sailing of Mayflower II. Thrills and excitement in every episode.

MAJOR ARENA WRESTLING presents the champions of the mat. **WESTERN FEATURES** starring Johnny Mack Brown screens the best of the westerns.

CROSBY/BROWN PRODUCTIONS

BING CROSBY, Chairman • KENYON BROWN, President

Telephone or wire: HENRY R. FLYNN, General Manager • 1000 N. Cahuenga Blvd., Hollywood 38, Calif., HOllywood 2-7311

receivers. Advertising elsewhere remains with Robert Whitehill, N.Y.

• Stephan Distributing Corp. (Stephan's dandruff remover hair lotion), Fort Lauderdale, Fla., moves its $1 million account from Cunningham & Walsh to Peter Finney Co., Miami.

• Maurice Handler of California (junior swimwear), L.A., appoints Dreyfus & Shippee Adv., that city, to handle its sales and merchandising program. Also, Transitor Electronics Corp., L.A., names D&S as its agency for a new line of hi-fi amplifiers and tuners.

• Dr. Peter Fahrney Co. (pharmaceutical house) Chicago, appoints Phillips & Cherbo, same city, to handle its $60,000-$70,000 budget. A sales expansion program is planned for tonic-type laxative products, along with two new ones, Farnahist cold remedy and DentaFresh denture cleaner. The account had been handled by Bozell & Jacobs, Chicago, with about $45,000 currently appropriated for radio advertising.

• Friend Brothers Inc. (canned baked beans and other products), Melrose, Mass., names Hoag & Provandie Inc., Boston.

• National Van Lines, Broadview, Ill., appoints Maxon Inc., Chicago. The account bills an estimated $300,000 and uses radio.

• The Eagle Pencil Co., Danbury, Conn., in December will move its account from BBDO to the Shaller-Rubin Co., both New York. Eagle has been successful with closed-circuit tv promotions viewed by office equipment suppliers.

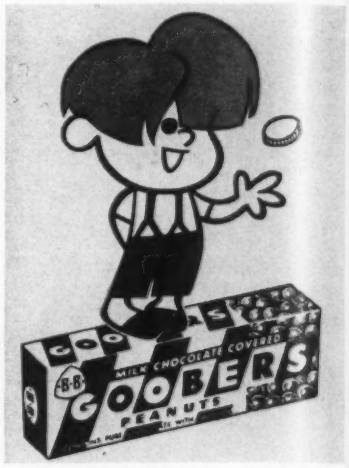
• Also in advertising

• Bennett Adv. Inc., has moved its Raleigh, N.C., office to 217 S. McDowell St. Telephone: Temple 3-5792.

• The Ullman Organization, Philadelphia, moved Aug. 1 to 1515 Locust St.

• U. S. Broadcasting Checking Corp., New York, has filed for and been adjudged a bankrupt, referee in bankruptcy Herbert Loewenthal reported last week. The company, headed by Al Goldenthal and headquartered at 369 Lexington Ave, had been in the business of monitoring radio and tv programs and commercials.

Mr. Loewenthal has called a meeting of creditors today (Aug. 17) at 10 a.m. in rm. 1601, U.S. Court House, Foley Square, New York.



TV PREVIEW

Rascally candy salesman • When Blumenthal Bros. Chocolate Co., Philadelphia, comes back into television Sept. 14 after a three-year absence, this is "The Clever Boy" who will keynote the campaign. Placed through Wermen & Schorr Inc., Philadelphia, the drive is designed to expand distribution in markets where sales of Blumenthal's Goobers (chocolate-covered peanuts) and Raisinets (chocolate-covered raisins) have been weak as well as to bolster sales in all important key markets. Time is being bought on local children's show at a rate of 14 to 20 one-minute spots per week throughout the fall and winter.

Each spot will comprise 45 seconds by "Clever Boy," described as a typically lovable rascal, plus a 15-second tag by the local personality. "Clever Boy" is the artwork of Bill Sturm Studios, New York, with the idea developed by Wermen & Schorr's creative staff, headed by Jay Beneman, account executive, in cooperation with Blumenthal ad director Lawrence Blumenthal.

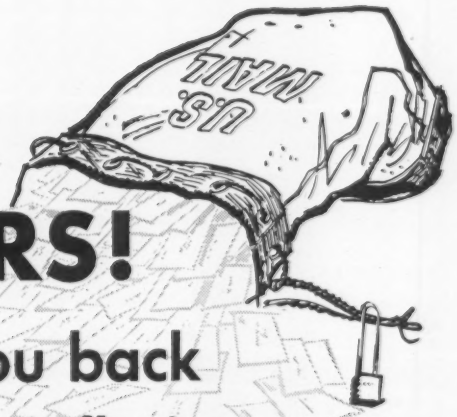
Mr. Blumenthal said that although the initial placements have been made with tv stations, more outlets will be selected as the campaign progresses this fall and winter.

• WEDR Birmingham, Ala., appoints Lewis & Polinger Adv., Washington, D.C., to handle its advertising, promotion and public relations.

• XETV (TV) Tijuana-San Diego appoints William D. Nietfeld & Assoc., San Diego, to handle its advertising, succeeding Heintz & Co., that city.

To Thousands of Americans:

THANKS FOR YOUR LETTERS!



By a 20 to 1 margin you back our stand against more inflation

Shortly after the steel strike began, we published a statement in a number of newspapers across the country. It was headed "Steel Union on Strike for More Inflation."

We told you about the highly inflationary demands of the Steelworkers Union. We told about our unsuccessful efforts to avert a strike, and the various offers and proposals we made during the course of negotiations.

At the very end of the statement we asked for your comments.

Thousands of you took the time and trouble to reply. We very much appreciate your views.

By a 20 to 1 margin you supported our stand against inflation.

A few excerpts from typical telegrams, letters, and postcards are shown in the columns below. They came from union members, housewives, retired people, businessmen, professional men, farmers—Americans from coast to coast.

To all of you we pledge that we will continue to reflect the earnest hopes of this broad section of Americans that inflation be halted.

You have already told us how you feel. Why not tell Mr. David J. McDonald, president, United Steelworkers of America. His address is 1500 Commonwealth Building, Pittsburgh 22, Pa.

THE STEEL COMPANIES COORDINATING COMMITTEE
375 Lexington Ave., New York 17, N. Y.

This advertisement sponsored by
REPUBLIC STEEL
a member of the committee

Republic Steel serves the missile and rocket industry from nose cone to launching equipment. Republic is the world's largest producer of alloy and stainless steels, and is a major producer of titanium. Republic Steel also produces many of the basic materials and steel products needed at launching sites.

I am a skilled machinist with a great dislike for writing letters. But I think every American should answer your call . . . Hold that line.
Chicago, Ill.

. . . for the first time in my life, I am going to stop and write a letter expressing my opinion . . . Congratulations . . . don't let us down in this situation. *Hartford, Conn.*

Please hold the line even if I get laid off.
Needham, Mass.

I have never gained anything from any of the former steel strikes. *Lebanon, Pa.*

Wish the day would come soon when we can vote on management's proposals. *Homestead Park, Pa.*

Although I am a member of the carpenters' union, you are 100 percent correct. *Butler, Pa.*

For the sake of our country . . . do not sign another inflationary contract.
South Milwaukee, Wis.

. . . rather than further raises, why not consider a reduction in steel costs . . . *Fort Lauderdale, Fla.*

Your decision to take a firm stand against inflation is the best news we have had for a long time.
Seattle, Wash.

Please stick to your guns—we cannot endure much more inflation. *San Diego, Calif.*

Stick to it . . . I am a working man, too.
Fort Wayne, Ind.

Talking to the boys in the plant I have not found anyone who favors a strike. *Massillon, Ohio*

My brother-in-law a USW member in Gary, Ind., agrees (with the companies) and he says the majority of his fellow workers agree.
St. Paul, Minn.

Is your definition of inflation more and more profits with fewer and fewer benefits?
Indianapolis, Ind.

I support your views even though a prolonged strike will leave me without a job. *Joliet, Ill.*

I am a laboring man . . . I am convinced that this is the time to stand pat and let the labor bosses know they are not the only individuals to be considered. *Covington, Ohio*

As a member of the armed forces I represent over a million who are seriously hurt by inflation.
Chenault AFB, La.

I am a small business man whose business is adversely and directly affected by this strike . . . I am ready to endure whatever inconvenience or hardship necessary, to bring about a return of the principle of honest and fair collective bargaining.
Johnson City, Tenn.

I am a farmer and the cost of labor and material has increased to the point where I can no longer keep my buildings, fences, etc., in repair.
Manitou Beach, Mich.

Use of the word inflation as a motive to refuse higher wages is wrong. *New York, N. Y.*

I think you have been more than fair in this proposal. *Waterloo, Ia.*

Your stand on steel strike impresses me as being only intelligent answer to best interest of not only our country but of the world.
Charlotte, N. Car.

Finally you have done what should have transpired long before to check inflation and its ultimate evils. *Los Angeles, Calif.*

I would like to see and be a part of some action that would curb the power of a handful of union officials who are able to and do upset the economy. *Downers Grove, Ill.*

I am a Union man . . . I do heartily agree with your stand. *Milwaukee, Wis.*

Not one of our neighbors or friends is in favor of this present strike. *Gary, Ind.*

Inflation today is a serious business.
Westbury, N. Y.

Inflation must be halted. *Salt Lake City, Utah*

I am against anything that will add fuel to the fires of inflation. *Los Angeles, Calif.*

It is perhaps unfair to ask you, the steel companies, to suffer a strike for the good of all of us, but then I think we and you prefer this stand rather than further government controls.
Milwaukee, Wis.

Ask your grocer if more millions of dollars for the steel workers wouldn't make business better? Well, I have asked them. The answer? Not if it's taken out of the pockets of other customers. Not if it means inflation. *Canton, Ohio*

I am a member of the Utility Workers Union but do not agree with everything that is suggested by a union leader. *Warren, Ohio*

Inflation is just as disastrous as war.
Akron, Ohio

You will become unpopular in some circles, but the American working man will have cause to thank you in the long run. *St. Louis, Mo.*

It's high time the ordinary citizen was given a little consideration. *Comstock, Wis.*

I am a working man and satisfied with wages provided living costs can be kept where they are.
Chicago, Ill.

Inflation is eating the very heart out of most of the old people. My social security was increased $78 per year, but my home taxes went up $84.66.
Cincinnati, Ohio

I strongly urge a stand against wage increases.
East Aurora, N. Y.

Stop . . . before we use a wheelbarrow of money to buy a loaf of bread. *Rockford, Ill.*

I have great admiration for your courage and wisdom. *Deerfield, Ill.*

TV REVENUE: $1.03 BILLION IN '58

Income tops '57, but still ranks below record '56, FCC says

Tv's total revenues topped the billion dollar mark for the first time in 1958, the FCC reported last week in releasing 1958 financial figures for television.

Income was also up—by almost $12 million over 1957, but still below the all-time high in 1956.

Other highlights of the report:

• Median profits for tv stations went up, but so did median losses.

• Three uhf stations grossed $1 million or more in 1958.

Total broadcast revenues in 1958 amounted to $1.03 billion. This compares with 1957's $943.2 million and 1956's $896.9 million.

Total tv broadcast income, before federal taxes, went up in 1958 to $171.9 million, compared with 1957's $160.0 million—but still below 1956's all-time high of $189.6 million.

The 1958 financial figures cover the three networks and 514 individual stations.

The 1958 financial report for am and fm radio is not expected for another several weeks.

Television's income was split this way: $77 million from the three networks and their 19 owned stations, $94.9 million from 495 other tv stations.

Total network time sales amounted to $424.5 million, national and regional advertising $345.2 million, and local advertising $181.3 million.

Commissions to agencies, representatives, etc., came to $159.3 million.

Further revenues of $172.2 million came from talent, of which $161.8 million was attributed to networks and owned stations.

Expenses, amounting to $858.1 million, were almost evenly split between the networks and their owned stations ($439.7 million) and the 495 other stations ($418.4 million).

A profit was reported by 311 stations operating throughout the 1958 year. Included in these were 27 uhf stations. A loss was reported by 164 stations.

Of the 32 stations operating part of the year, four listed profits, 23 losses and data was not available on five.

Included in the loss column were 14 pre-freeze vhf stations, 104 post-freeze vhf staions and 50 post-freeze uhf stations.

Of the stations reporting total broadcast revenues of $1 million or more, 149 vhfs showed profits, 9 vhf losses. Two uhf stations whose gross revenues were over $1 million reported profits, while one uhf in this category showed a loss.

Only seven out of the 107 pre-freeze tv stations had total revenues of less than $1 million.

There were five tv stations—all pre-freeze vhf and all in the profit column—which had total broadcast revenues of over $8 million each in 1958.

The median profits before federal taxes for all tv stations on the air for the full 1958 year was $162,000, compared with 1957's $150,000. Highest median profits went to pre-freeze vhf stations—$930,000, compared to $906,000 in 1958. Median losses for all 1958 stations was $77,000, compared to 1957's $72,000.

The value of tangible property of the 514 individual tv stations was given as $522,774,000 at original cost and at $293,767,000 at depreciated cost.

There was a total of 39,382 employes in tv in 1958. This was broken down as follows: fulltime, 34,265; parttime, 5,117. The networks employed a total of 12,760 people.

The following tv markets showed total broadcast income of over $5 million in 1958: Boston, three stations, $7.6 million; Chicago, four stations, $8.4 million; Cleveland, three stations, $5.5 million; Detroit, three stations, $7.2 million; New York City, seven stations, $23.5 million; Philadelphia, three stations, $6.9 million; Pittsburgh, three stations, $5.4 million (not all Pittsburgh tv stations operated for the full 1958 year).

Los Angeles, with seven stations, slipped in 1958 — to $4.3 million in total broadcast income. It was $5.9 million in 1957.

Official 1958 FCC financial tables are given below pages 58 & 60.

▶ Facts and figures on televisions leading multi-station markets

INDIVIDUAL TV MARKET DATA—1958

TV Markets	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales	Time Sales: Networks	Time Sales: National and Regional Advertisers and Sponsors[1]	Time Sales: Local Advertisers and Sponsors[1]	Total Stations Reporting	Total Broadcast Revenues[2]	Total Broadcast Expenses	Total Broadcast Income[3]
Albany-Schenectady-Troy, N.Y.	3	3	$ 1,276,755	$ 2,903,186	$ 930,543	3	$ 4,607,364	$ 3,208,894	$ 1,398,470
Albuquerque, N.M.	3	3	346,907	405,831	829,693	3	1,525,488	1,644,677	119,189CR
Altoona-Johnstown, Pa.	3	3	925,455	1,753,191	627,316	3	3,057,464	2,351,648	705,816
Amarillo, Tex.	3	3	363,859	532,081	873,151	3	1,736,794	1,876,236	139,442CR
Atlanta, Ga.	3	3	1,668,531	3,116,536	1,520,627	3	5,850,179	3,982,817	1,867,362
Austin, Rochester, Minn., Mason City, Iowa	3	3	279,158	471,982	611,695	3	1,377,971	1,108,794	269,177
Baltimore, Md.	3	3	2,130,080	4,192,395	2,280,870	3	7,806,468	5,668,458	2,138,010
Boston, Mass.	3	3	3,859,079	10,081,360	5,462,429	3	17,797,805	10,140,338	7,657,467
Buffalo—Niagara Falls, N.Y.	4#	4	1,629,381	3,810,010	2,866,859	4	7,563,662	4,986,372	2,577,290
Cape Girardeau, Mo., Paducah, Ky. Harrisburg, Ill.	3	3	433,547	801,368	310,572	3	1,400,356	932,326	468,030
Cedar Rapids—Waterloo, Iowa	3	3	686,301	1,282,058	356,340	3	2,282,995	2,185,876	97,119
Charleston-Oak Hill-Huntington, W.Va., Ashland, Ky.	4	4	1,059,146	1,465,708	1,069,364	4	3,607,081	3,599,811	7,270
Chattanooga, Tenn.	3	3	547,310	627,308	604,167	3	1,661,036	1,812,018	150,982CR
Chicago, Ill.	4	4	5,930,469	19,852,448	6,648,600	4	32,856,267	24,418,588	8,437,679
Cincinnati, Ohio	3	3	1,836,291	4,336,947	2,200,672	3	8,376,399	5,608,055	2,768,344
Cleveland, Ohio	3	3	3,505,129	7,328,300	3,075,011	3	13,833,908	8,277,622	5,556,286
Colorado Springs-Pueblo, Colo.	3	3	188,218	306,666	657,097	3	1,318,349	1,161,390	156,959
Columbus, Ohio	3	3	1,551,697	3,457,999	1,701,632	3	6,372,445	4,915,911	1,456,534
Dallas—Fort Worth, Tex.	4	4	2,095,245	3,607,315	2,934,456	4	8,175,805	6,609,658	1,566,147
Denver, Colo.	4	4	1,107,898	2,758,745	2,469,310	4	6,104,085	4,671,827	1,432,258
Des Moines—Ames, Iowa	3	3	1,539,682	1,793,169	561,280	3	3,024,135	2,901,498	122,637
Detroit, Mich.	3	3	4,159,148	8,729,106	4,262,891	3	15,897,967	8,673,495	7,224,472
El Paso, Tex.	3	3	300,269	617,262	790,978	3	1,700,086	1,750,841	50,755CR
Evansville, Ind.-Henderson, Ky.	3	3	422,132	539,875	540,297	3	1,425,156	1,508,241	83,085CR

CONTINUED

Ask yourself, where else in the Carolinas can you find so potent a line-up of audience builders? NBC, ABC, Paramount, Warner Brothers—plus the best of MGM, all on Charlotte's WSOC-TV! With this latest acquisition your choice of stations for selling America's 22nd largest tv-homes market becomes clear. Buy WSOC-TV... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

Facts & figures on leading multi-station markets CONTINUED

TV Markets	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales	Time Sales: Networks	Time Sales: National and Regional Advertisers and Sponsors[1]	Time Sales: Local Advertisers and Sponsors[1]	Total Stations Reporting	Total Broadcast Revenues[2]	Total Broadcast Expenses	Total Broadcast Income[3]
Flint—Lansing—Saginaw—Bay City, Mich.	4#	4	1,277,702	2,479,637	861,092	4	4,168,424	2,934,067	1,234,357
Fort Wayne, Ind.	3	3	628,962	853,341	832,386	3	2,134,866	2,403,248	268,382CR
Fresno, Calif.	3	3	739,578	1,457,154	699,324	3	2,514,805	2,340,645	174,160
Galveston—Houston, Tex.	3	3	1,685,018	3,806,012	2,552,728	3	7,300,257	5,536,133	1,764,124
Green Bay—Marinette, Wis.	3	3	674,472	926,451	669,412	3	2,145,080	1,947,757	197,323
Greenville—Spartansburg, S.C., Asheville, N.C.	4	3	581,860	1,013,198	664,229	4	2,163,535	1,861,344	302,191
Harrisburg-Lancaster-York-Lebanon, Pa.	6#	5	1,071,165	2,202,946	871,662	6	3,541,828	2,942,658	599,170
Hartford-New Haven-Bristol-New Britain, Conn.	4#	4	1,075,973	4,135,175	1,006,814	4	5,542,307	5,873,272	330,965CR
Indianapolis-Bloomington, Ind.	4	4	1,799,830	4,510,236	2,243,983	4	8,010,398	6,908,282	1,102,116
Kansas City, Mo.	3	3	2,054,657	4,206,926	1,584,771	3	7,058,769	4,726,355	2,332,414
Knoxville, Tenn	3	3	611,612	863,991	699,212	3	1,963,877	1,545,582	418,295
Las Vegas—Henderson, Nev.	3	3	57,950	194,230	741,711	3	1,034,633	1,225,319	190,686CR
Little Rock-Pine Bluff, Ark.	3	3	571,337	876,654	724,479	3	2,178,556	2,150,046	28,510
Los Angeles, Calif.	7	7	5,087,132	21,547,996	14,677,390	7	36,407,434	32,032,642	4,374,792
Madison, Wis.	3	3	427,919	727,669	559,416	3	1,649,456	1,454,724	194,732
Memphis, Tenn.	3	3	1,493,068	2,434,880	844,122	3	4,349,099	3,177,310	1,171,789
Miami-Ft. Lauderdale, Fla.	4#	3	1,351,143	3,739,250	2,394,977	3	7,698,029	6,065,386	1,632,643
Milwaukee, Wis.	4	4	1,813,041	4,822,598	1,232,977	4	7,108,581	5,817,748	1,290,833
Minneapolis-St. Paul, Minn.	4	4	2,425,786	4,360,940	3,169,227	4	9,678,284	7,630,277	2,048,007
Mobile, Ala.-Pensacola, Fla.	3	3	493,202	798,304	896,927	3	2,203,944	2,154,817	49,127
Nashville, Tenn.	3	3	1,134,659	1,271,154	1,594,663	3	3,698,539	3,261,738	436,801
New Orleans, La.	3	3	1,231,493	2,749,199	2,017,300	3	5,465,377	4,870,235	595,142
New York City, N.Y.	7	7	10,972,445	43,633,896	10,501,296	7	58,862,026	35,306,761	23,555,265
Norfolk-Portsmouth-Newport News-Hampton, Va.	4	3	1,046,963	2,013,988	1,074,051	4	3,834,869	3,105,418	729,451
Oklahoma City-Enid, Okla.	3	3	1,320,832	2,196,012	1,381,112	3	4,752,021	3,583,173	1,168,848
Omaha, Neb.	3	3	1,332,313	2,058,182	837,511	3	4,151,506	3,389,423	762,083
Orlando-Daytona Beach, Fla.	3#	3	380,402	873,251	659,167	3	1,858,633	1,897,198	38,565CR
Peoria, Ill.	3#	3	573,771	845,440	797,990	3	2,113,771	2,333,815	220,044CR
Philadelphia, Pa.	3	3	4,958,435	12,169,328	4,453,664	3	19,671,590	12,683,129	6,988,461
Phoenix-Mesa, Ariz.	4	4	636,638	1,213,501	1,527,420	4	3,216,041	3,276,971	60,930CR
Pittsburgh, Pa.	3#	3	2,864,848	8,618,156	2,930,669	3	12,970,856	7,538,181	5,432,675
Portland-Poland Springs, Me.	3	3	601,355	1,277,015	420,219	3	2,151,112	1,994,325	156,787
Portland, Ore.	3	3	1,264,054	3,427,829	1,235,105	3	5,113,373	3,982,838	1,130,535
Richmond—Petersburg, Va.	3	3	937,055	1,275,493	547,942	3	2,816,876	2,385,152	431,724
Roanoke-Lynchburg, Va.	3	3	840,611	1,111,893	578,764	3	2,375,458	2,183,083	192,375
Rochester, N.Y.	3	3	1,173,849	1,824,415	1,068,885	3	3,740,381	2,833,893	906,488
Sacramento-Stockton, Calif.	3	3	885,464	2,683,765	879,462	3	3,872,492	3,448,494	423,998
Salt Lake City-Provo, Utah	4#	3	914,616	1,131,844	1,179,469	4	3,231,691	3,047,416	184,275
San Antonio, Tex.	4	4	974,723	1,742,904	1,154,615	4	3,460,993	3,068,481	392,512
San Francisco-Oakland, Calif.	5#	4	3,314,164	7,504,311	4,601,479	4	13,955,409	9,859,346	4,096,063
Seattle—Tacoma, Wash.	5#	5	1,617,299	4,244,478	1,262,712	5	6,492,076	7,193,064	700,988CR
South Bend—Elkhart, Ind.	3	3	480,428	525,692	709,837	3	1,684,248	1,786,042	101,794CR
Spokane, Wash.	3	3	645,627	1,619,301	772,098	3	2,647,107	2,346,006	301,101
Springfield—Decatur—Champaign, Ill.	3	3	579,324	1,536,368	1,094,449	3	2,903,770	1,775,576	1,128,194
St. Louis, Mo.	3	3	2,363,634	5,453,855	2,251,673	3	9,004,497	7,385,435	1,619,062
Tampa—St. Petersburg, Fla.	3	3	934,146	2,118,666	1,247,914	3	4,057,190	4,374,501	317,311CR
Tucson, Ariz.	3	3	192,808	361,655	1,007,373	3	1,527,344	1,384,980	142,364
Tulsa, Okla.	3	3	1,032,122	1,580,509	1,055,425	3	3,491,221	3,073,266	417,955
Washington, D.C.	4	4	2,330,656	5,669,044	2,222,524	4	9,613,404	8,097,783	1,515,621
Wichita-Hutchinson, Kans.	3	3	792,049	1,541,439	1,003,271	3	3,004,219	2,792,450	211,769
Wilkes-Barre-Hazelton-Scranton, Pa.	4#	4	769,165	1,012,718	904,601	4	2,616,764	2,453,684	163,080
Youngstown, Ohio-New Castle, Pa.	3	3	465,359	778,562	442,020	3	1,626,313	1,464,211	162,102
Honolulu, Hawaii	4#	4	233,492	858,338	1,147,651	4	2,100,377	1,852,502	247,875
Wailuku, Hawaii	3	1	*	*	*	1	*	*	*
TOTAL 78 Markets	268	260	$113,576,943	$277,651,461	$136,686,486	264	$490,340,600	$374,817,802	$115,522,798
Markets less than 3 stations									
TOTAL 191 Markets	254	241	$ 33,398,123	$ 67,489,455	$ 44,505,333	250	$138,991,737	$116,541,826	$ 22,449,911
TOTAL 269 Markets	522	501	$146,975,066	$345,140,916	$181,191,819	514	$629,332,337	$491,359,628	$137,972,709

▶ Split on expense tab

BROADCAST EXPENSES OF 3 TV NETWORKS AND 514 TV STATIONS

Type of Expense	Networks and Their Owned and Operated Stations	Other Stations	Total
Number of Networks	3	—	3
Number of stations	19	495	514
	($ Thousands)		
Technical	$58,008	$69,696	$127,704
Program	312,649	171,419	484,068
Selling	27,020	46,994	74,014
General and Administrative	42,046	130,252	172,293
Total Broadcast Expenses	$439,723	$418,361	$858,084

▶ Which kind profited - - which kind lost

TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING NUMBER REPORTING PROFIT OR LOSS

[Stations Operating Full Year 1958 Only]

Total Broadcast Revenues	Pre-Freeze VHF Profit	Pre-Freeze VHF Loss	Post-Freeze VHF Profit	Post-Freeze VHF Loss	Post-Freeze UHF Profit	Post-Freeze UHF Loss
Over $8,000,000	—	—	—	—	—	—
6,000,000-8,000,000	10	1	—	—	—	—
4,000,000-6,000,000	9	2	1	—	—	—
2,000,000-4,000,000	47	3	12	2	—	—
1,000,000-2,000,000	21	2	44	7	2	1
800,000-1,000,000	—	2	32	4	3	2
600,000- 800,000	1	3	30	10	6	2
400,000- 600,000	—	1	41	26	6	5
200,000- 400,000	—	—	25	21	7	13
100 000- 200,000	—	—	5	22	3	9
Less than 100,000	—	—	1	12	—	14
Total operating full year 1958	93	14	191	104	27	46

This is the kind of hold our station has on people . . .

What people? Say, aren't sponsors people? Actually, aren't account executives and time-buyers people? Why have we always assumed that only our viewers are people? Time we stopped. Our one story is for both.

They look. *You* buy. *You* buy because *they* look, in confidence, in multitude and in wealth. We offer identical plus values to you both. A station strong in audience loyalty because of local civic interest, public service, human-type programming, complete dearth of double-talk-type announcing and triple-spotting. A rewarding setting for honest wares.

So our area people live with us nearly constantly* and our sponsor people hold with us long. Let the George P. Hollingbery people beguile you with figures that (with those facts) show America's 17th quantity market to be significantly more potent than the figures say.

**George P. has evidence-ratings, mail count, you-name-it.*

WHIO-TV
CBS
7
Channel dayton, ohio

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

▶ Breaking down profit & loss

BROADCAST FINANCIAL DATA OF 3 TELEVISION NETWORKS AND 514 TELEVISION STATIONS

1958
($ Millions)

Item	3 Networks and Their 19 Owned and Operated TV Stations	495 Other TV Stations	Total 3 Networks and 514 TV Stations
A. Revenues from the sale of time:			
1. Network time sales:			
a. Nation-wide networks	$306.7	$117.8	$424.5
b. Miscellaneous networks and stations	—	—	—
Total network time sales	306.7	117.8	424.5
2. Non-Network time sales:			
a. National and regional advertisers	73.5	271.7	345.2
b. Local advertisers	24.6	156.7	181.3
Total non-network time sales	98.1	428.4	526.5
Total time sales	404.8	546.2	951.0
3. Deduct—Commission to agencies, representatives, etc.	83.4[1]	75.9	159.3
Net time times	321.4	470.3	791.7
B. Revenues from incidental broadcast activities:			
Talent	161.8	10.4	172.2
Sundry broadcast revenues	33.5	32.6	66.1
Total incidental broadcast activities	195.3	43.0	238.3
Total broadcast revenues	516.7	513.3	1,030.0
C. Total broadcast expenses of networks and stations	439.7	418.4	858.1
D. Broadcast income (before Federal income tax)	$77.0	$94.9	$171.9

[1] Of this amount $64.5 million is applicable to the total sale of network time.

NOTE: 1957 national and regional time sales for the 3 networks and 501 TV stations are revised from $296.4 to $300.5 million and local time sales from $178.1 to $174.0 million. Revisions reflect reporting errors for 1957 detected too late to be included in the 1957 report.

▶ The three-year track record

BROADCAST REVENUES, EXPENSES AND INCOME OF 3 TV NETWORKS AND 514 TV STATIONS

1958 — 1957 — 1956

($ Millions)

	1958	1957[2]	1956[1]
Broadcast Revenues			
3 Networks (including 19 owned and operated stations*)	$516.7	$467.9	$442.3
94 Pre-Freeze television stations	263.6	261.3	260.7
Subtotal	780.3	729.2	703.0
Post-Freeze television stations:			
322 VHF stations	223.6	187.3	161.4
79 UHF stations	26.1	26.7	32.5
Industry total	$1,030.0	$943.2	$896.9
Broadcast Expenses			
3 Networks (including 19 owned and operated stations*)	$439.7	$397.2	$356.9
94 Pre-Freeze television stations	187.8	179.3	171.0
Subtotal	627.5	576.5	527.9
Post-Freeze television stations:			
322 VHF stations	202.3	176.5	145.0
79 UHF stations	28.3	30.2	34.4
Industry total	$858.1	$783.2	$707.3
Broadcast Income (Before Federal Income Tax)			
3 Networks (including 19 owned and operated stations*)	$77.0	$70.7	$85.4
94 Pre-Freeze television stations	75.8	82.0	89.7
Subtotal	152.8	152.7	175.1
Post-Freeze television stations:			
322 VHF stations	21.3	10.8	16.4
79 UHF stations	(2.2)	(3.5)	(1.9)
Industry total	$171.9	$160.0	$189.6

( ) Denotes loss.

[1] 1956 data cover 3 networks and 15 owned and operated stations; 95 pre-freeze and 364 post-freeze stations (269 VHF and 95 UHF).

[2] 1957 date cover 3 networks and 16 owned and operated stations; 95 pre-freeze and 390 post-freeze stations (302 VHF and 88 UHF).

* Includes five post-freeze stations (4 UHF and 1 VHF).

▶ Profile of stations with sales of at least $25,000

PRINCIPAL EXPENSE ITEMS OF TV STATIONS[1] WITH $25,000 OR MORE TIME SALES CLASSIFIED BY VOLUME OF REVENUES

[Stations Operating Full Year 1958 Only]

Broadcast Revenues	No. of Stations	Total Expenses	Average Per Station: Salaries and Wages	Film	Talent	Depreciation	All Other
Less than $1,000,000	7	$ 841,085	$303,774	$158,566	$ 9,430	$ 87,557	$281,758
1,000,000-1,250,000	5	935,884	369,407	109,952	10,099	108,131	338,295
1,250,000-1,500,000	4	1,562,478	577,094	291,327	81,542	84,076	528,439
1,500,000-2,000,000	14	1,208,609	469,743	192,093	30,884	138,706	377,183
2,000,000-2,500,000	21	1,519,867	561,512	205,191	50,444	188,026	514,694
2,500,000-3,000,000	14	1,841,381	668,005	339,828	95,547	180,242	557,759
3,000,000-3,500,000	7	2,404,664	920,515	482,357	96,049	163,417	742,326
3,500,000-4,000,000	5	2,191,461	967,306	310,944	115,353	127,471	670,387
4,000,000-6,000,000	9	3,602,816	1,074,721	981,142	238,370	202,026	1,106,557
Over 6,000,000	7	4,443,973	1,307,061	1,450,968	276,329	178,440	1,231,175
Total Pre-freeze Stations	93	1,965,130	689,292	413,970	92,482	158,627	610,759
Post-freeze Stations:							
VHF	293	663,515	244,858	94,271	16,097	93,894	214,395
UHF	68	398,945	174,801	46,913	8,217	56,721	112,293
Total Post-freeze Stations	361	613,697	231,661	85,351	14,613	86,892	195,180

[1] Excludes data for 21 stations operating full year 1958 as follows: 17 stations owned and operated by networks (14 pre-freeze VHF, 1 post-freeze VHF and 2 post-freeze UHF) and 4 post-freeze stations (1 VHF and 3 UHF) with less than $25,000 in time sales which are not required to report detailed expense data.

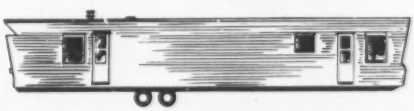
COLLINS CUSTOM BUILT, FULLY EQUIPPED RADIO STATION TRAILER

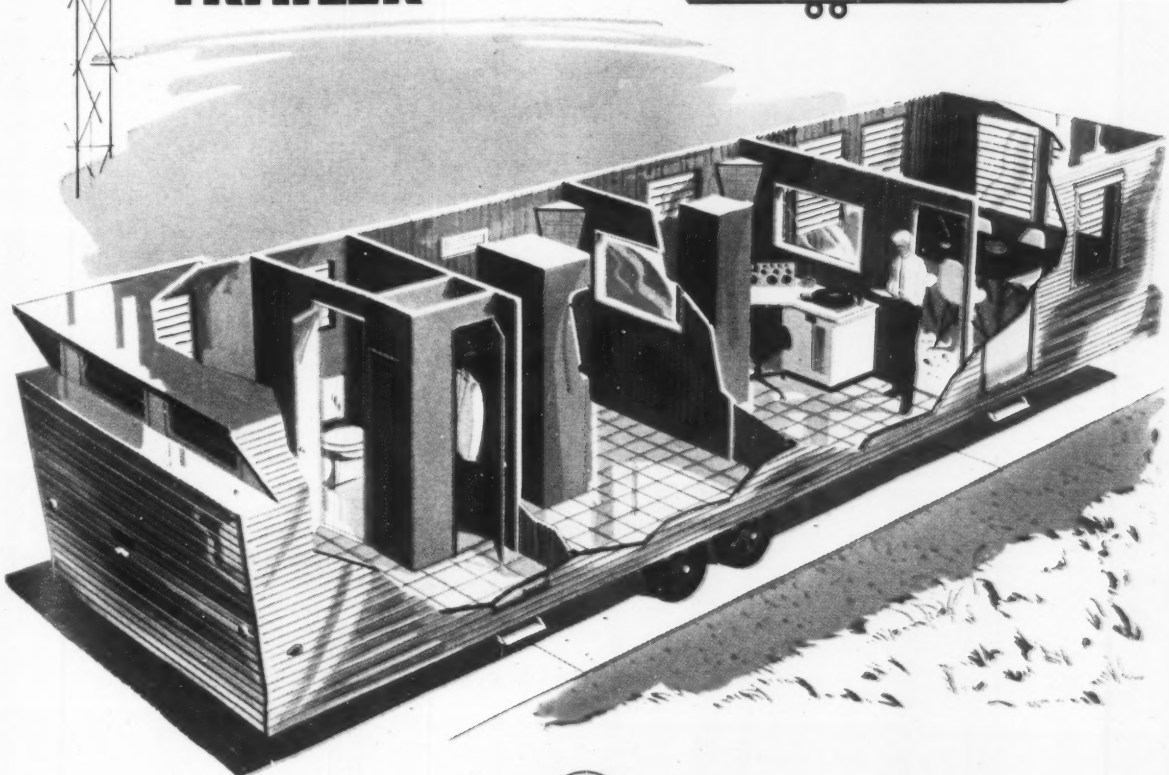
Collins Radio Station Trailer puts you on the air with a fully equipped radio station in minimum time, saves you delay, earns revenue sooner. Start broadcasting and billing instead of waiting for construction. Save on initial installation, and have a mobile studio if you move your facilities to permanent buildings.

This compact 8 x 40 foot radio station is factory wired and tested — reduces your installation time and cost. It sets up immediately on your site, has a studio, control room, transmitter room, office, rest room facilities, and is equipped with microphones, control desk and studio console, monitors, two 16 inch turntables, 250, 500 watt or 1 kw transmitter, heating and air conditioning.

Eliminate delays, get on the air faster and more economically with a Collins Radio Station Trailer.

Contact Collins for further information.





COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

BROWN FOURSOME
KCOP (TV) acquired as third Nafi station

Nafi Corp. moved into full-scale broadcasting activity last week when it was announced the company had bought ch. 13 KCOP (TV) Los Angeles and KOBY San Francisco.

Purchase of KCOP, now owned by Kenyon Brown, Bing Crosby and associates, and of KOBY, now owned by David Segal's Mid-American Broadcasting Co., brings to three the number of broadcast properties owned by Nafi.

Nafi bought ch. 12 KPTV (TV) Portland, Ore., for $3.75 million and the FCC approved this particular sale late last month (BROADCASTING, July 27.)

Swap Deal • Nafi is buying KCOP through a stock exchange transaction. It is giving Mr. Brown and his associates 44,000 shares of Nafi stock for their 100% ownership of the ch. 13 independent. Nafi was quoted at $18 per share in closing prices on the New York Stock Exchange last Thursday (Aug. 13). Also involved is the assumption of obligations by Nafi.

Besides Messrs. Brown and Crosby, KCOP is owned by George L. Coleman and Joseph A. Thomas, all owning 25% of the Class A stock.

MESSRS. BROWN (L) AND BANNISTER

Leaders of new broadcasting entity

KOBY was bought for $1.2 million. Its sale had already been reported to Mr. Brown for $1.5 million (AT DEADLINE, July 6).

Nafi is a one-time manufacturer of automobile interiors but now is diversified into foam rubber, wool, synthetic carpet manufacturing and investments in oil and gas. Board chairman of Nafi is Paul V. Shields, head of the Wall Street investment firm of Shields & Co. John G. Bannister is president of Nafi.

Stations Chief. Nafi's broadcast division is headed by Mr. Brown. Mr. Crosby will serve as chairman of KCOP and of KPTV and Mr. Brown as president of the two television companies.

Mr. Brown also will supervise the development of Nafi Syndication Div. which will produce and distribute both film and video tape tv programs.

Mr. Brown owns KGLC Miami, Okla.; KSON San Diego, KITO San Bernardino, both Califorina; 40% of KANS Independence, Mo., and 17% of KFOX-AM-FM Long Beach, Calif. He is associated with Kevin Sweeney, president of Radio Advertising Bureau, in the ownership of KANS and KFOX. Messrs. Crosby, Coleman and Thomas are also associated with Mr. Brown and Mr. Sweeney in the KFOX property.

KCOP began operating in 1948. It radiates 162 kw visual power. The station, an independent, originally was owned by Mrs. Dorothy Schiff (under the call letters KLAC-TV). It was sold to the west coast Copley Press in 1953 for $1.4 million and to its present owners in 1957 for $4 million.

KOBY is 10 kw on 1550 kc and is independent.

MIDWEST — **$500,000**

Two outstanding stations in one package. Both very profitable. Includes valuable real estate.

SOUTHEAST — **$135,000**

Profitable fulltime facility in one of most desirable southern markets. Has good real estate. 29% down.

VIRGINIA — **$80,000**

Consistently profitable daytimer in small market, but with wide coverage area. $24,000 down. Balance on liberal terms.

Rocky Mountain Area

We have several attractive properties in this scenic and growing section. Prices range from $75,000 to $750,000.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
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MIDWEST
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Chicago, Illinois
Financial 6-6460

SOUTHERN
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Changing hands

Announced • *The following sales of station interests were announced last week, subject to FCC approval:*

• KCOP (TV) Los Angeles, Calif.: Sold by Kenyon Brown, Bing Crosby and associates to Nafi Corp. in stock exchange plus assumption of obligations. (See separate story above.)

• KBKC Kansas City, Mo.: Sold to Public Radio Corp. (Lester Kamin) for $400,000 by Mission Broadcasters Inc. The sale includes a $60,000 consultancy contract for Thomas Beal, KBKC general manager. Mr. Kamin also owns KIOA Des Moines, Iowa, and KAKC Tulsa, Okla. The sale was handled by Blackburn & Co. KBKC is on 1480 kc with 1 kw, day.

• WWOL-AM-FM Buffalo, N.Y.: Sold to Grelin Broadcasting Inc. by Greater Erie Broadcasting Co. (Leon Wyszatycki) for $250,000 without the real estate. Grelin Broadcasting, which owns and operates WWRI West Warwick, R. I., is owned by Melvin C. Green and Lester W. Lindow, executive director of the Assn. of Maximum Service Telecasters. The sale was handled by Edwin Tornberg & Co. WWOL is on 1120 kc with 1 kw, day. WWOL-FM is on 104.1 mc with 750 w.

hottest thing since the fire...
WNBQ's Sunday night MOVIE · 5 is attracting bigger audiences than ever. MOVIE · 5's June rating, for example, was higher than all competing feature films combined. And for the entire second quarter, MOVIE · 5 averaged a 76.4% greater audience than the next highest rated feature film in Chicago.
Prospects for Fall are even more glowing, for MOVIE · 5 has already set an outstanding schedule of first-run features. If you want to kindle new enthusiasm for your product in Chicago, MOVIE · 5 is one prime place to start.
WNBQ Channel 5 in Chicago
NBC Owned Sold by NBC Spot Sales
SOURCE: ARB—APRIL, MAY, JUNE 1959

*28th NATIONALLY IN FOOD STORE SALES!

"SUNNY" is really cooking!

When it comes to feeding you a large share of the TAMPA-ST. PETERSBURG MARKET, WSUN has a real sales fire going. In our 29 county area, with 1,203,400 population, WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.** For a successful sales recipe on the Suncoast . . . use "SUNNY!"

*Sales Management
**NCS2

24 HOUR SERVICE TO THE SUNCOAST
FLORIDA
SUNCOAST
620KC
WSUN
TAMPA-ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

Corinthian revamping news, public affairs

J.H. Whitney's Corinthian Broadcasting Corp. is putting its money on news, public affairs and community service as the key to community stature and leadership—and business leadership as well.

All five Corinthian tv stations are reviewing their news-public affairs approach, C. Wrede Petersmeyer, president, said in announcing overhaul of news operations at KOTV (TV) Tulsa, Okla. (He headed the committee that drafted plans for the industrywide Television Information Organization and serves on the permanent TIO policy committee.)

KOTV, he said, has scrapped "a well-established news operation" to set up a new one. This is based on "new personnel, expanded studio facilities and new remote equipment combined in an effort to move tv newsgathering and presentation to a more advanced level." Controversy and depth coverage are major elements in the concept.

The KOTV on-air news staff has been increased from one to five under Roger Sharp, formerly of WEWS (TV) Cleveland, plus two photographer-reporters. New facilities will cost an estimated $20,000 and George Stevens, vice president-general manager, estimates operational costs will be double and perhaps triple former levels. A film-exchange plan has been set with WKY-TV Oklahoma City and a national news film service will be added.

KOTV has shifted network programs (CBS-TV) to permit two consecutive news strips starting at 10 p.m. local time. Phillips Petroleum and Safeway sponsor a sequence of 10 minutes of news by Norman Duncan, news editor; 5 minutes of weather by Sid Lasher; 5 to 10 minutes or more of interviews and analyses by Mr. Sharp as the run of the news indicates.

Mr. Petersmeyer said he expects the new formula to stimulate competition and create excitement in the market. He said KOTV and other Corinthian stations want to be identified in their markets as "a major news source, in the absolute sense, so the consumer looks to television for primary news as well as, or in preference to, other media." The ultimate goal, he added, is "to realize the full potential of electronic journalism."

Court comes to tv

In trying an assault and battery case involving the recent Chavez Ravine evictions, Los Angeles Municipal Court Judge Byron J. Walters last Thursday (Aug. 13) ordered the entire court session transferred to the studios of KTLA (TV) Los Angeles, so news films of the Chavez Ravine incident could be introduced as evidence. KTLA quickly capitalized on the site change by requesting permission to telecast the proceedings in its Studio #1 "courtroom". Judge Walters waived the usual blackout under the American Bar Assn.'s Canon 35 and granted the tv station's request.

WFBG stations' new home • Triangle's WFBG-AM-TV Altoona, Pa., opened their Radio & Television Center in the multi-million dollar Commerce Park (BROADCASTING, April 14, 1958) last week. Opening ceremonies were marked by tours of the studios for the public and an all-day industrial conference at which the local Chamber of Commerce and Pennsylvania State U. hosted some of the state's civic-industrial leaders.

YOU CAN LEARN TO OPERATE AN AMPEX IN 15 MINUTES

Six Quick Aids to Easy TV Tape Recording . . . You can learn to operate an Ampex Videotape* Television Recorder in less time than it takes to smoke a cigarette. These six features, for instance, make recording simple, fast . . .

- **JUST THESE BUTTONS TO PUSH**—*Record, Stop, Rewind, Fast Forward and Play.*
- **TAPE TIMER**—*records in hours, minutes and seconds . . . not footage. Lets you back up tape for any desired cue-in time.*
- **CUE TRACK**—*lets you locate, identify and cue commercials and programs.*
- **TAPE SPEED OVERRIDE**—*makes it easy to synchronize with another video or audio recorder.*
- **AUTOMATIC BRAKE RELEASE**—*speeds threading and splicing.*
- **FULL WIDTH ERASE**—*Automatically erases tape.*

Of course, to be an "expert" — to learn maintenance as well as operation — takes one week. Ampex trains your maintenance supervisor (over 436 so far!) at the factory. And he is then qualified to train as many others as you like.

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.

AMPEX HAS THE EXPERIENCE

VIDEOTAPE™

AMPEX CORPORATION
professional products division

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MORE RADIO ADVANTAGES CITED

Pre-buying habits, portables surveyed in special studies inspired by RAB

Radio is the media for reaching the most male consumers before they set out to make a purchase, according to Radio Advertising Bureau, New York. RAB last week provided its members with an analysis of data gathered by R. H. Bruskin Assoc., which reflects consumer listening habits among motorists buying products sold in service stations.

RAB's findings include: (1) More than half (55.4%) listen to radio on the day they buy—before buying; (2) 42.8% listen to radio within two hours before purchases; (3) 35.4% hear radio within 30 minutes before buying.

With radio accounting for 63.4% of the total time spent with media on the same day as making a purchase, RAB says the breakdown for other media is as follows: television, 13.1%; newspapers, 19.8%, and magazines, 3.7%. An average of more than four out of 10 men questioned said they heard radio in their cars during the pre-shopping hours, RAB said, adding that "this 'last word' advantage of radio takes on dynamic importance when you consider how many selling messages deluge the average consumer in a day, and how quickly people forget."

Portable report • In another study of radio's advantages over other media, RAB last week documented information on the popularity of portable radios at picnics and beaches, pointing out that more than four out of every 10 such groups (averaging 4.2 persons each) tune in their portables. Findings are based on a survey conducted for RAB by The Pulse Inc. in 10 major markets.

RAB reports that 40.8% of these groups had portable radios and 75.3% of the radios were tuned in at the time of the interviews. (Sindlinger & Co., which recently reported that radio listening was ahead of tv viewing during the month of July [BROADCASTING, Aug. 10], attributed 12.5% of this listening to portable sets.) Outdoor listening has grown through the use of transistor portables, of which nearly 4.4 million were sold last year. This figure for 1959 includes more than 1.6 million Japanese imports, according to this RAB report.

CBS Inc. net income, sales up 6% for '59

CBS Inc. for the first half of this year reports a 6% gain in consolidated net income as well as in net sales compared with last year's like period.

In last week's report by CBS Board Chairman William S. Paley and President Frank Stanton:

CBS Inc.'s consolidated net income was $13,318,817 compared with $12,521,556 earned in the first half of 1958 and the comparative six months figures for net sales were $215,089,500 this year compared to $201,433,378 last year.

Current earnings are equivalent to $1.64 per share compared to $1.59 per share reported for the first half of last year. Number of shares outstanding during the respective periods: 8,129,481 in 1959 and 7,881,400 in 1958.

The CBS board declared a cash dividend of 30 cents per share on common stock payable Sept. 11, 1959, to stockholder of record at the close of business Aug. 28, 1959.

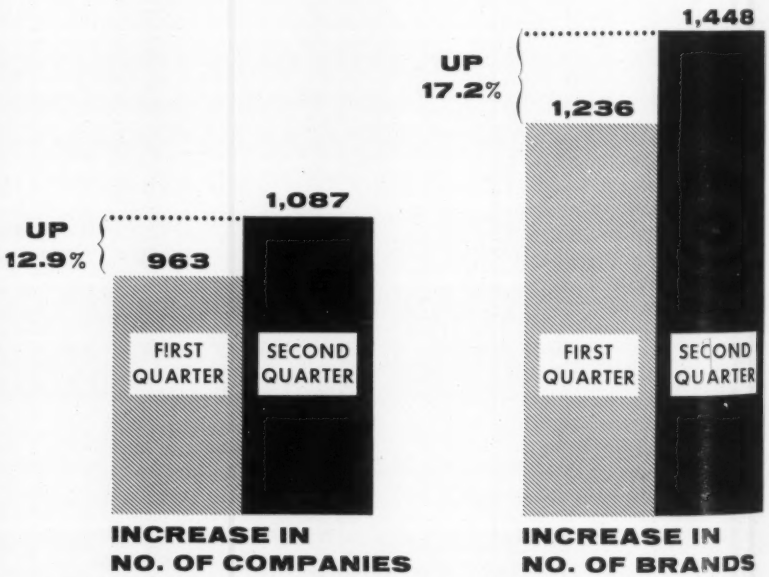
More brands, more firms turn to radio in 2nd quarter

RAB today (Aug. 17) released statistics summarizing a second quarter tabulation of spot and network radio clients.

As collated by the bureau, 1,448 different brands were advertised on radio (spot and network) in the second quarter of 1959, a 17.2% increase in the number using the medium in the first three months of the year. By companies, the total was 1,087 different firms, a 12.9% rise. Of this number, 1,032 were firms using spot radio during the second quarter (14.4% increase) while the number using network radio remained level. A total of 96 companies bought both spot and network radio during the second quarter.

The bureau noted a sharply increased spending rate by radio advertisers during the second quarter compared to the first quarter and commented that "individual countertrends apparently were quitely underway" after a first quarter characterized as "soft" in national radio revenue.

Actual dollar figures for spot radio's leading clients during the first six months of 1959 are now being prepared by RAB and soon will be released.



RADIO'S SECOND QUARTER CLIMB

(Charts reflect increase in total number of companies and brands advertised in spot and network radio, second quarter, 1959, compared to first quarter.)

NAB to publish new engineering book

An updated technical manual covering the entire field of broadcast engineering will be published by NAB in mid-1960 according to A. Prose Walker, NAB engineering manager, who compiled the work with George W. Bartlett, assistant manager of the department. Mr. Walker left last week for the International Radio Conference in Geneva.

The first technical manual in more than a decade, the fifth edition will be printed by McGraw-Hill Book Co. It will contain 3,000 manuscript pages and 1,200 illustrations, compiled in 47 chapters of which 39 are entirely new. The remaining eight have been revised.

Contributors to the manual include 45 engineers representing radio-tv stations along with executives of manufacturing and consulting firms. Topics range from studio planning to antenna lighting. The list of subjects includes chapters on towers, measurement, transmitters, transmission lines, networking, microwave links, relays, color tv, magnetic recording of audio and video information on disc and tape, film processing, remote facilities, multiplexing, compatible single sideband systems, automation, translators and boosters, stereo, Conelrad, facsimile and similar topics. Chapters include pertinent parts of FCC rules and NAB standards. The manual will be distributed without charge to NAB radio and tv members upon publication and later will be available for purchase through book stores.

More tv fund shares

Some 206,500 shares of Television Shares Management Corp. common stock will be offered to the public in the near future, with an expected price of about $28 per share. TSMC is the management service company and sales agent for the mushrooming Television Electronics Fund, founded back in 1948. White, Weld & Co. is heading a group of securities dealers, which is to make the public offering on behalf of an estate, an investment company and some of the original stockholders.

NAB District 15

Special election procedure will be satrted by NAB to fill a vacancy on the Radio Board of Directors created by resignation of Joe D. Carroll, KMYC Marysville, Calif., representing District 15 (N. Calif., N. Nev., Hawaii, Guam). Mr. Carroll resigned from KMYC following its sale to Carlton Broadcasting Co. His NAB term expires in spring 1961.

Free hospital care offered radio-tv

The Will Rogers Memorial Hospital and Research labs now receives patients free who are allied to the radio-tv field.

The institution cares for diseases of the chest and admits patients who have any of 15 disorders including some forms of lung or heart disease.

Supported by the Will Rogers Memorial Fund in New York City, the hospital has long been known and used by people in the entertainment business. In 1926, a group of vaudevillians undertook the hospital's formation and opened it to all colleagues in entertainment.

A rejuvenating process started about 10 years ago when motion picture executives took a hand. Since then the center has been making strides in the medical and psychological treatment of lung and heart disease victims.

The hospital building itself—a remodeled Tudor mansion-type—overlooks Saranac Lake in upstate New York. The fund is striving now to make "strong impressions on the radio and tv fields," according to its officials. With radio-tv people included, the hospital expects to broaden its financial support. Eligible for free care are those whose disorders are included and who also are employed in any phase of the amusement field and under doctor's orders for hospitalization.

Over the years, the institution has been supported by small donations. It conducts an annual drive, called "Christmas Salute" but with the increased costs of today has increased its traditional "$1 appeal" to a recommended equivalent of an hour's pay. (So far, it has not had use of radio or tv time.) New York address of the fund: 1501 Broadway (Paramount Bldg.). President is Abe Montague, executive vice president of Columbia Pictures Corp.

Time Inc. not quitting radio-tv, says Pullen

The long-range interest of Time Inc. in its broadcast properties and activities will not diminish, despite the company's sale of KDYL-AM-FM and KTVT (TV) Salt Lake City, Weston C. Pullen Jr., Time Inc.'s vice president for broadcasting, said last week.

He told national advertisers and agency representatives at a meeting in Minneapolis, where he attended a four-day conference of Time Inc. station managers, that the company is making "encouraging progress in the four markets where we have radio and television operations and hope in the near future to return to the full complement of five television stations." In referring to the station sales (BROADCASTING, Aug. 3) he said there are no other immediate changes planned for the Time broadcast facilities.

Time Inc. Stations are KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-FM-TV Indianapolis and WOOD-AM-TV Grand Rapids, Mich.

FM in Louisville

WLVL (FM) last week became Louisville's first fulltime commercial FM outlet—armed with a fistful of contracts, many for 52 weeks.

W. F. Johnston, one-time salesman for Frederick W. Ziv Co., and general manager of WLVL, reported a sellout of all announcement availabilities and 75% of all program time by some 60 accounts. He noted the market has less than 10% fm saturation. The station, which programs "fine music," is licensed to Fidelity Radio Inc., and operates on 97.3 mc with 34 kw.

Among staff additions reported by Mr. Johnston were those of Tony Mac Fayden, from KEAR (FM) San Francisco, as program director, and Cy Webber, from the Concert Network, Boston, as production director. George Partridge is sales manager.

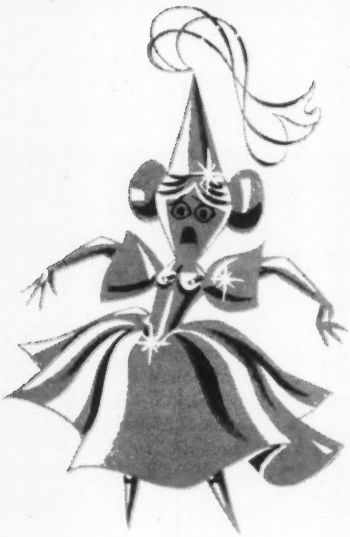
Canon 35 throttles N.D. safety project

An inter-media effort to improve North Dakota's traffic safety record has been wrecked by Canon 35 of the American Bar Assn.

Radio and tv stations, in cooperation with newspapers, had set up a Traffic Safety Committee in Bismarck. They felt broadcasts of traffic court proceedings would be educational, interesting and reduce the accident rate.

The first traffic court broadcast July 7 was also the last after Justice James Morris, of the North Dakota Supreme Court, trotted out a copy of Canon 35 and its anti-broadcast language. Police Magistrate I.M. Oseth, who had backed the program, felt he should stop it because the canon had been adopted in 1953 by the state bar association.

After the July 7 program the magistrate had stated: "We found if we had written a script and hired Melvin



King Midas made things happen in Phrygia... and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN has proved you can produce large audiences without loud noises. We are the home of the big hit *not* the big beat. The final evidence of popularity is the cash register and WPEN carries more local and more national advertising than any other radio station in Philadelphia. In Programming...and in Sales...WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by
GILL—PERNA
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.

Douglas to be the judge it couldn't have been better."

Bob MacLeod, KFYR Bismarck manager, and chairman of the intermedia committee, observed after the magistrate's action: "Most broadcasters are responsible and will bend over backward to be fair. I feel we've got the same rights as newspapers."

Reds jammed Koslov, USIA's Allen reports

Jamming of Voice of America broadcasts is backfiring to some extent on Soviet officials and serves to stimulate interest in the programming, according to George V. Allen, director of the U.S. Information Agency.

Addressing a National Press Club luncheon in Washington Thursday, Mr. Allen said VOA broadcasts in English are not jammed. He recalled that Soviet officials were embarrassed recently when told they had jammed the Russian language address of Deputy Premier Frol Koslov at the opening of the Russian exhibition in New York.

While explaining the difference between the U.S. government's COA service and Radio Free Europe, he said few foreign listeners realize RFE is privately financed and outside government control. VOA broadcasts in 40 languages including English; RFE in five languages to non-Soviet countries in Eastern Europe. A third service, Radio Liberation, is privately financed and broadcasts only to Soviet areas in native tongues.

Mr. Allen described the Nixon-Khrushchev debate at the preview of the U.S. exhibition in Moscow (BROADCASTING, July 27, Aug. 3) as the "most historically important broadcast" in a long time.

• Media reports

• Chicago's four commercial tv stations are cooperating with the local chapter of the Academy of Tv Arts & Sciences on a half-hour colorcast designed to point up special summer events in that city. The telecast (Aug. 25) will be produced by NBC's WNBQ (TV) Chicago, with technical, talent and production assistance from the other tv stations. Titled *Swing Summer*, the colorcast will be sponsored by Peter Hand Brewing Co. (Meister Brau beer), placed through BBDO. Chicago Mayor Richard L. Daley will appear as a special guest, heading a list of radio-tv personalities and saluting the forthcoming Pan-American games festival.

• Keystone Broadcasting System announces addition of the following affiliates: KTOC Jonesboro and KASO Minden, both Louisiana; WDLB Marshfield, Wis.; WWIZ Lorain, Ohio; KGRO Gresham, Ore.; WRWH Cleveland, Ga., KRMS, Osage Beach, Mo.; WJBD Salem, Ill.; WLBI Denham Springs, La.; WIOS Tawas City, Mich.; KQDI Bismarck, N.D.; KURY Brookings, Ore., and WWRI West Warwick, R.I.

• All-jazz KFMB-FM San Diego plans to go on air about Sept. 1. George Whitney, vice president-general manager, says that apart from news bulletins on the hour, the station will program only "the sincere musical efforts of talented exponents of the various jazz schools." KFMB-FM is on 100.7 mc with 18.5 kw.

• Community Club Services Inc., has moved its southeastern headquarters to Atlanta, Ga. Heading the new office is Martin E. White, southeastern sales manager, who was previously in Augusta, Ga. The new office is at 1401 Peachtree St. N.E. Telephone: Trinity 4-7290.

• Net profits of WJR Detroit-WJRT (TV) Flint for six months ended June 30 were $134,284.27 after taxes. Last year's figure for the same period: $196,340.84.. Net earnings per share: 22 cents, compared to 32 cents in 1958. Sales for the 1959 six-month period: $1,966,866.66. 1958's sales: $1,660,-868.16. A 10 cent dividend is to be paid Sept. 3 on the 602,764 outstanding shares.

• As part of NAB's year-old Learn and Live public service campaign, which promotes intellectual endeavor in all fields, the broadcasting trade association announced Aug. 10 that it is cooperating with Science Service in the observance of National Science Youth Month in October. NAB will provide member stations and networks with spots and other material. Science Youth Month is designed to "inspire and inform youth" about the opportunities and qualifications for scientific and technological careers.

• Radio Advertising Bureau is distributing a new pocket-sized fact book. The *Radio Facts Pocketpiece* in 24 pages gives some 2000 statements as to the medium's size, scope and major areas of strength, including comparison with other media.

• Affiliating with the Mutual Broadcasting System today (Monday) are WINF Manchester, Conn., and WZOK Jacksonville, Fla., bringing to 16 the additions to Mutual over the past six weeks. WINF, owned and operated by John Deme, is a 250 w facility on 1230 kc. Radio Jax Inc. owns WZOK; Jack Wheeler is president and general manager.

• WVEC-TV Norfolk, Va., former uhf station on ch. 15 and which resumes operations this fall as a vhf on ch. 13, has signed as an ABC-TV primary affiliate, it was announced Thursday (Aug. 13) by Oliver Treyz, ABC-TV president, and Thomas P. Chisman, WVEC-TV president-general manager. The station is owned and operated by the Peninsula Broadcasting Corp.

• KTWO-TV Casper, Wyo., joins CBS-TV as an interconnected affiliate in the extended market plan group. The former CBS Casper affiliate, KSPR-TV, discontinued operations July 22. KTWO-TV (ch. 2) is owned and operated by Rocky Mountain Tv Stations, Beverly Hills, Calif. Lawrence S. Berger is vice president and general manager of the station.

• KIT Yakima, Wash., has dropped its suit against The Pulse Inc., New York (BROADCASTING, March 9), because it has been determined that "errors in the publication of an audience study made by The Pulse were simply typing or compilation errors and were not intentional on the part of The Pulse Inc."

• WFBM-FM Indianapolis is to start program tests Nov. 26, Shirl Evans, the station's manager, says. WFBM-FM will be separately programmed from WFBM-AM-TV except for occasional stereophonic shows. The new outlet is on 94.7 mc with 51.9 kw.

• WFRV-TV Green Bay, Wis., switched to a single rate structure Aug. 1. The new national-local AA rate is increased to $650 from $600. AA time is reduced from 6:30-10 p.m. to 7-10 p.m.

• KTWR (FM) Tacoma, Wash., returned to the air Aug. 3. It had been off the air several months while installing new transmitting gear. KTWR is on 103.9 with 1 kw.

• Rep appointments

• WFPG Atlantic City, N.J., appoints Jack Masla & Co., N.Y., as national (except for Philadelphia) representative.

• WOPA Oak Park, Ill., appoints B-N-B Inc. Time Sales, L.A.-San Francisco.

• Herald Tribune Radio Network, N.Y., (including WFYI Mineloa-Garden City, L.I., WVIP Mt. Kisco and WGHO Kingston-Saugerties, all New York) names the Bolling Co., N.Y., for national sales.

• WAMO Pittsburgh to Bernard Howard & Co.

GIANT MARKET

"The Giant of Southern Skies"

GIVES YOU ALL THREE . . .

GREENVILLE
SPARTANBURG
ASHEVILLE

. . . with total coverage area greater than that of Miami, Jacksonville, Birmingham or New Orleans

82-County Data (within the 100 UV/M contour) S. M. Survey May 10, 1959

POPULATION 2,946,600
INCOMES $3,584,180,000
RETAIL SALES . . . $2,387,606,000
HOUSEHOLDS 751,900

Represented Nationally by
WEED TELEVISION CORP.

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

RADIO AFFILIATE, "THE PIEDMONT GROUP"
WFBC - GREENVILLE WORD - SPARTANBURG

GOVERNMENT

JOKER FOUND IN SPORTS BILL

Eight hidden words would give professional leagues vast control and permit pay-tv

Eight unnoticed words in five identical House bills exempting certain phases of professional team sports from antitrust laws have caused the broadcasting industry to take a second look.

The pertinent sentence of the bills gives professional baseball, football, basketball and hockey "the right to operate within specified geographic areas" without regard to antitrust restrictions. This woud mean, according to a Washington lawyer who is an expert on antitrust matters, that:

(1) Professional teams could agree that there would be no further free radio-tv of their games—with all activities limited to a pay-as-you-watch basis.

(2) Professional leagues in baseball, football, basketball and hockey could agree among themselves there would be a total blackout of all games on radio and tv.

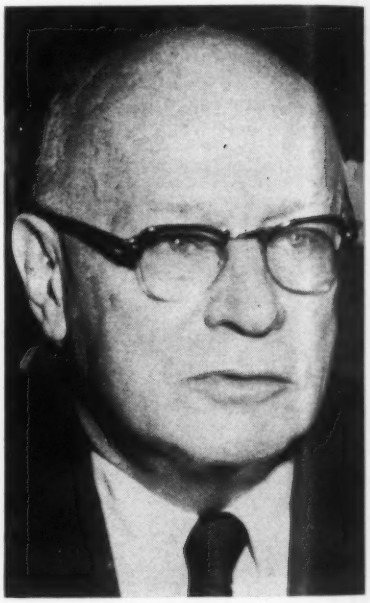
(3) The four sports would have the unquestioned right under law to specify a minimum fee for radio-tv rights. Such contracts are now negotiated on an individual club basis.

Not Whistling Dixie • These are actual dangers, not just remote possibilities, facing broadcasting if any of the exemption becomes law, the attorney emphasized last week. Especially, he indicated, is this true of the threat that major league baseball will turn to closed-circuit pay tv.

The House Judiciary Antitrust Subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), has announced hearings on the radio-tv implications of the sports antitrust exemptions during the present session of Congress (BROADCASTING, Aug. 10). The five identical bills were introduced by Reps. William Miller (R-N.Y.), HR 2371; Oren Harris (D-Ark.), HR 2372; John Byrnes (R-Wis.), HR 2373; William Cramer (R-Fla.), HR 2374, and Francis Walter (D-Pa.), HR 2375. A sixth measure, HR 2266, also to be considered by the subcommittee, gives sports a blanket antitrust exemption. It was introduced by Rep. Basil L. Whitener (D-N.C.).

On telecasts, the five identical bills authorize a 75-mile tv blackout from the home town of a minor league team on the days that team has a home game. However, it is not this section of the bill but the sentence exempting "geographic areas" which causes broadcasters most concern in a re-evaluation of the bills. The nine words were termed "very ambiguous" by lawyers who have studied the provision, with the sports being given the power to do what they pleased.

During the 85th Congress, Rep. Celler authorized and conducted hearings on a bill exempting those phases of professional sports "reasonably necessary" from antitrust laws. However, under that measure broadcast restrictions would have been left in force. Over the strenuous objections of Rep. Celler, his bill was amended on the House floor to include the provisions of the bills again before the Antitrust Subcommittee.



REP. CELLER

Spots blackout danger in sports bill

Friends in Need • After this bill passed the House, broadcasters recognized the inherent dangers in the 75-mile blackout and turned out in force during Senate hearings in opposition. (BROADCASTING, July 21, 1958). They had two powerful allies in testimony of Rep. Celler and the Justice Dept.

Rep. Celler told the Senate that the proposed sports exemption would permit club owners to band together and

AN IMPORTANT ANNOUNCEMENT

to all personnel in the Television and Radio industry. This means everyone who works in radio or television stations, or those who cover radio and television for newspapers or magazines—and their families.

The Board of Directors of the Will Rogers Memorial Hospital and Research Laboratories, at its annual meeting on June 27 at Saranac Lake, N. Y., also unanimously voted that all newspaper and magazine motion picture, drama, television, radio, music and night-club editors and critics, and members of THEIR IMMEDIATE FAMILIES are eligible for care and treatment, AT NO COST, at this hospital.

Hence, the WILL ROGERS MEMORIAL HOSPITAL AND RESEARCH LABORATORIES, operated by the Will Rogers MEMORIAL FUND, is now as much YOUR hospital as it is of any one in any segment of the entertainment field.

YOUR hospital treats all diseases of the chest. There are 15 such ills stipulated as its concern. These include lung cancer and heart disease.

Within the next fortnight I shall, by letter, provide you with further details.

We are happy to make the facilities of the hospital available to that portion of the press reporting the entertainment world.

God forbid that you or any dear one ever will require treatment, but if you do YOUR hospital welcomes you with open heart and open arms. YOUR hospital has the endorsement of the medical profession the world over.

We are proud of this hospital and are happy to make this announcement.

ABE MONTAGUE
President

ROBERT J. O'DONNELL
Chairman, Board of Directors

WILL ROGERS MEMORIAL HOSPITAL and RESEARCH LABORATORIES

Saranac Lake, N. Y.

National Office: 1501 Broadway, New York 36, N. Y.

impose an indirect censorship on radio-tv. Rep. Celler stated:

"Almost the entire U.S. could be blacked out from telecasts of major league baseball games . . . In addition, the major leagues could black out U.S. free tv in order that they could charge for games on pay tv or on closed-circuit tv. I defy anyone to tell me that these covetous owners would not, if they could, force all of us to pay a dollar or more to see a game by way of a closed circuit . . . Personally, I have great reservations about the necessity for any special antitrust treatment for sports with respect to radio or television. . . ."

Backers of the bills maintain that a restriction of major league telecasts is necessary to save the minors. The 75-mile blackout was not applied to radio, they said, because there is no indication radio has had an adverse affect on minor league gate receipts.

Real Interests • But, according to Rep. Celler, "money, not the welfare of the minor leagues, determines the owner's actions in the tv question." All of these statements were made a a year ago by Rep. Celler before the Senate Judiciary Antitrust Subcommittee. He did not testify when the subcommittee held hearings three weeks ago on similar legislation (BROADCASTING, Aug. 3).

And now, it was pointed out, radio and tv play-by-play accounts of sports events face far graver dangers in the implications of the "geographic areas" antitrust exemption. Industry spokesman are expected to testify on this point during the announced House hearings, for which an exact date has not been set.

Rep. Celler's subcommittee has scheduled hearings on an unrelated subject Aug. 20-21, so the broadcast-sports question cannot be taken up before then. With Congress pushing for an early-September adjournment, the hearings probably will be slotted before Labor Day (Sept. 7).

FCBA clarifies rule on 'ex parte' contacts

The Federal Communications Bar Assn. has redrafted its Canon No. 2 titled "Attempts to Exert Undue Influence on the Commission." The new language, designed to clarify any ambiguity:

"Upon the institution of a complaint, a request of an adversary nature, or an application which will be in conflict with another proposal or with an existing operation, it is improper for lawyers to communicate *ex parte*, directly or indirectly, with any commissioner, examiner or other representative of the Commission responsible for the preparation of or adoption of the decisions in the case, except in circumstances expressly authorized by law or by the Commission's rules, regulations or orders."

Under the old language, practicing attorneys were forbidden to discuss the merits of a contested case with commissioners or staff in the absence of counsel for opposing parties or without notice to them.

CBS tells FCC why Daly was not invited

CBS Inc. explained to the FCC last week that it refused network time to Lar Daly, perennial political office seeker, because it felt other opponents of CBS views on Sec. 315 were better qualified than Mr. Daly to discuss that law.

(Mr. Daly had asked the FCC to require CBS-TV and CBS Radio to give him "equal time" to discuss Sec. 315 after programs on the tv and radio networks July 27 and July 30, respectively, which examined Sec. 315, its history and proposals in Congress to exempt newscast-type shows from the "equal time" requirements of Sec. 315. The program on CBS-TV [taped and used later on CBS Radio] included a five-minute air editorial by CBS President Frank Stanton favoring amendment of Sec. 315 to exempt newscasts and generally opposing Sec. 315 as a whole.)

CBS said that instead of selecting Mr. Daly to oppose the views expressed by the network it gave time to a college political science professor and representatives of the Liberal Party of New York and the Socialist Labor Party, all of whom expressed contrary views to those of CBS, in a program on CBS-TV Aug. 2 (and on CBS Radio Aug. 4). Thus, said CBS, it satisfied the FCC requirement of "fair and balanced presentation of a controversial public issue."

CBS said the principle involved (in its opposition to FCC rulings ordering that Mr. Daly be given time equal to that of his political opponents who appeared on newscasts) is that newscast coverage of political candidates is the issue involved—not Mr. Daly himself, who, CBS said, "merely triggered the issue."

The network again was under "equal time" fire last week from Sen. Eugene McCarthy (D-Minn.) and once again from Mr. Daly. Sen. McCarthy asked CBS Inc. President Frank Stanton on what legal basis the network distinguished between Presidential-aspirants Sen. Hubert Humphrey (D-Minn.) and Vice President Richard Nixon. He noted that CBS carried a report by the Vice President on his trip to Russia.

Sen. McCarthy charged that certain of Mr. Nixon's statements on the Aug. 9 program had "clear political bearing on the 1960 Presidential campaign" and should be subject to equal time. Sen. Humphrey had been scheduled to appear on CBS' *Face the Nation* but was cancelled after Sen. McCarthy and Minnesota Gov. Orville Freeman formed a "Humphrey for President Committee."

Lar Daly demanded equal time from CBS, NBC and Mutual to answer Vice President Nixon's report on his trip to Russia. Mr. Daly stated that he is a "legally qualified candidate" for President in 1960 and that the Vice President meets the same qualification.

Montana Microwave resumes court fight

The U.S. Court of Appeals in Washington last week was asked to stay the FCC's order which took off the air a microwave relay system feeding Spokane, Wash., tv signals to a community tv system in Helena, Mont.

The Helena cable company asked the court to stay the FCC's action pending an argument on the validity of the Commission's order.

Montana Microwave, privately owned common carrier system which brings distant tv programs to the Helena cable company, ceased operating Aug. 6 following dismissal of its appeal by the Ninth Circuit appeals court in San Francisco (BROADCASTING, Aug. 10).

When Montana Microwave shut down, ch. 12 KXLJ-TV Helena resumed broadcasting. KXLJ-TV went dark when Montana Microwave began bringing Spokane television to Helena in January.

The Commission's grant to Montana Microwave early this year was protested by KXLJ-TV immediately thereafter. The FCC turned down the protest at first as not meeting the "particularity" issues. The Washington appeals court ruled that the Commission must provide a hearing and last month the FCC heard oral argument on this protest as well as others (BROADCASTING, July 27).

When the court ordered the KXLJ-TV protest re-instated, the FCC ordered Montana Microwave to cease operating pending outcome of the hearing. It is from this order which Helena Tv Inc. (the cable company) is appealing.

A letter favoring the grant of another tv station in Helena has been filed with the FCC by Ed Craney, owner of KXLJ-TV. Mr. Craney called attention to the application of the Helena community tv system for a tv station there and urged that it be granted so that Helena would have two off-the-air tv signals plus other Montana tv signals via the cable company.

"We're running the freshest sound in Radio!...

without MacKenzie we couldn't maintain the pace of the new 'Modern Dynamic Radio.' No more missed cues, retakes, or fluffs since we installed MacKenzie's 5 channel Selective Program Repeater,"

says JOHN STAPLES
Gen. Mgr.
KRNO, San Bernardino

Satisfaction during the first three months of operation has been so complete, that KRNO has now ordered and installed its second MacKenzie Program Repeater. More and more reports of satisfied users are coming in daily from stations large and small.

A multi-channel instant programming machine, the MacKenzie Program Repeater offers amazing flexibility and foolproof operation... will save your station both time and money. It is designed for use by Radio Broadcasting...television...film and sound recording studios.

For instant playing of pre-recorded spot announcements, station breaks, jingles, music bridges and other program material requiring precision cueing, it cannot be duplicated. Fast, easy magazine changes provide hundreds of sound effects ...at your fingertips.

Write, wire or phone collect, for further information, specifications and delivery. The Model 5CPB shown here features five channels, each with individual plug-in transistorized preamplifiers and separate gain controls.

Delivered as illustrated, mounted on a standard relay rack panel (8¾" high), complete with self contained power supply. Included with each machine are five magazines and accessories. Price $1,250 F.O.B. Los Angeles. Leasing available. Demonstration upon request.

MacKENZIE ELECTRONICS, INC.

145 West Hazel Street • Inglewood 3, California

DON'T STICK YOUR NECK OUT!

Buy the station that delivers MORE listeners per dollar than ANY other station in

BUFFALO, N. Y.

WBNY

Best Buy in the Buffalo Market

Call Jack Masla

HOUSE SETS SEC. 315 DEBATE

Floor action this week; ambiguities seen

HR 7985, exempting radio-tv newscasts, news interviews and political conventions from Sec. 315 of the Communications Act, will be taken up on the floor of the House tomorrow (Tuesday).

The Rules Committee granted a three-hour open rule for House consideration of the bill. This means that three hours, equally allocated to both sides, have been set aside for debate on the bill proper with no restrictions to the number of amendments that may be proposed. Each speaker on an amendment will be allowed five minutes.

Reversing the FCC's Lar Daly decision, HR 7985 was introduced by Rep. Oren Harris (D-Ark.). However, the bill now bears language submitted in the Commerce Committee by Rep. John Moss (D-Calif.), a member of both the full committee and Communications Subcommittee. Pertinent language of the bill reads:

"Appearance by a legally qualified candidate on any bona fide newscast (including news interviews) or on any on-the-spot coverage of news events (including but not limited to political conventions and activities incidental thereto), where the appearance of the candidate on such newscast, interview, or in connection with such coverage is incidental to the presentation of news, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

What Is Exempt? • There is considerable disagreement within Congress as to just what type of shows would be exempted from Sec. 315 under this language. In testimony before the Rules Committee last Wednesday seeking a rule on the bill, Rep. Harris said that such panel shows as *Face the Nation* and *Meet the Press* would be exempt from equal time requirements as long as they were under the control of broadcasters.

Rep. Moss took the opposite view. He said he certainly did not intend that such shows should be exempt in offering his amendment because panel programs are more open for abuse. Another congressmen pointed out that a candidate's appearance on this type program during a campaign hardly could be "incidental" to his political activities.

Rep. John Bennett (R-Mich.), ranking minority member of the Commerce Committee, said the bill as it goes before the floor would lead to more confusion than now is the case under the FCC's Lar Daly ruling. He said he much preferred the original Harris language, which stated:

"Appearance by a legally qualified candidate on any news, news interview, news documentary, on-the-spot coverage of newsworthy events, panel discussion or similar type program where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broacasting station within the meaning of this subsection."

Rep. Bennett said he had not decided if he would offer an amendment on the floor or whether he would wait until the bill goes to conference with the Senate to attempt clarification. The Senate already has passed a Sec. 315 amendment which is somewhat broader than the House bill (BROADCASTING, Aug. 3).

Mack, Hemphill Views • Other amendments might come from Reps. Peter F. Mack Jr. (D-Ill.) and Robert W. Hemphill (D-S.C.), both members of the Commerce Committee but not of its Communications Subcommittee. In supplementary views submitted with the committee report HR 7985, Reps. Mack and Hemphill said the bill does not "provide an adequate remedy for the situation dealt with in the Lar Daly case . . ." (BROADCASTING, Aug. 10.)

The two congressmen maintained that the legislation should define a legally qualified candidate and that application of Sec. 315 should be limited to 45 days preceding primary and secondary elections and 90 days before general elections. Both said last Thursday they were undecided if an attempt would be made to amend HR 7985 to embody these proposals.

However, House Majority Leader John McCormick (D-Mass.) originally had placed the bill on the House calendar for today (Monday) but moved it back to Tuesday at the request of Reps. Mack and Hemphill.

Pointing up the avid interest of House members in the bill were the questions asked of Reps. Harris, Bennett and Mack in their appearance last week before the Rules Committee. Rep. Harris originally asked for a minimum of two hours on the floor for debate of HR 7985, but after Rules members (10 were present) had been quizzing the Commerce representatives for nearly an hour, Rep. Homer Thornberry (D-Tex.) suggested:

"It looks to me like you ought to have four hours on the bill . . ." because there is bound to be lengthy de-

If you're marketing drug products . . .

In Oklahoma, 69% of all drug products are purchased in the WKY-TV coverage area. It's not that our viewers are any less healthy—it's just that we have more viewers. And they're more responsive. Guess you might say we're experts at getting pocketbooks to open up and say "AHHHHH."

1949-1959
•
CELEBRATING
10
YEARS
TELEVISION
SERVICE
TO
OKLAHOMANS

WKY TELEVISION
OKLAHOMA CITY

NBC Channel 4

The WKY Television System, Inc.
WKY Radio, Oklahoma City
WTVT, Tampa - St. Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

bate. Rules Chairman Howard Smith (D-Va.) agreed that House members "will have a lot to say on the subject." Rep. William Colmer (D-Miss.) termed the bill "very confusing" and Rep. Clarence Brown (R-Ohio) said, "This bill doesn't go quite as far as I would go. . . ."

Senate-House Differences • Rep. Hamer Budge (R-Idaho) questioned Rep. Harris on the difference in the House and Senate versions of their respective Sec. 315 amendments. Rep. Harris said that it is a "mistake" to include in the equal time amendment a provision now in the Senate bill stating that all sides of controversies shall be given a fair opportunity to be heard.

This amendment, successfully put in the Senate bill, S 2424, by Sen. William Proxmire (D-Wis.) was termed "surplusage" by Sen. John O. Pastore (D-R.I.), floor manager for the Senate bill during debate on its passage (BROADCASTING, Aug. 3).

If the House acts favorably tomorrow on HR 7985, both equal time amendments then would go to a joint Senate-House conference to settle the differences in the two versions. Language accepted in conference then would go back before both houses for final approval before going to the President for his signature, which would make the amendment law.

USIA's role explained

In a new pamphlet, "Portraying American Culture to the World," the U.S. Information Agency is explaining its varied activities to the American public. The pamphlet points out that television is offering USIA "expanding opportunities" in the broadcast field, opportunities long utilized in radio with such programs as *Music USA, American Theatre of the Air* and *Patterns of Culture.*

Senate committee also to get tv quiz findings

A coterie of congressional attorneys were in New York last week arranging for a speedy transmittal of information needed to guide Washington investigators in a planned study of the tv quiz scandal.

Sen. Warren Magnuson's (D-Wash.) Commerce Committee kept pace with the House Oversight Subcommittee by obtaining a ruling Thursday (Aug. 13) from Judge Mitchell D. Schweitzer in New York general sessions court granting permission to the committee to inspect grand jury testimony. The House group received the same information two weeks ago (BROADCASTING, Aug. 10). The minutes—now in stenographic notes—represent secret testimony from over 200 witnesses taken during the nine-month New York Grand Jury examination of charges that tv quiz contestants had been coached on the expected answers (BROADCASTING, Aug. 3).

Senate Commerce Committee's communications expect Nick Zapple, and Oversight attorneys Richard Goodwin and Charles Howze were meeting in New York late last week with representatives of the district attorney's office to set up a "workable" method whereby portions of the minutes can be examined without further delay.

Court stenographers have been working overtime to prepare the pertinent statements.

Quiz jury head asks for witness anonymity

The foreman of the New York grand jury which investigated tv quiz shows made a public appeal last week for anonymity of contestants who were supplied answers in advance. In a letter to the *Washington* (D.C.) *Post & Times-Herald,* foreman Louis Hacker wrote:

"I am making a plea—despite the wrongs they have committed—for the preservation of their anonymity exactly because many of them were young or naive or weak or unfulfilled and therefore were sorely tempted . . ." Dr. Hacker, former dean of Columbia U.'s School of General Studies, noted that the Legislative Oversight Subcommittee had promised not to hurt innocent persons.

"One wonders, however," he said, "whether public hearings in which only those who—by self-confession or accusation—participated in the frauds are to be brought forth as witnesses will serve any useful purpose."

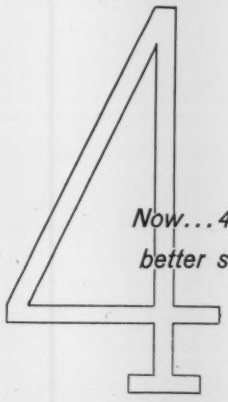
Dr. Hacker said the same purpose the subcommittee hopes to accomplish would have been served if General Sessions Court Judge Mitchell D. Schweitzer had released the grand jury report, as recommended. "The report concerned itself with the devices of manipulation or corruption . . . encouraging the sort of regulation that would prevent recurrence," the jury foreman state. "In addition to questioning what courts have generally recognized as the inalienable right of grand juries to hand up non-indicting reports . . . Judge Schweitzer has made Rep. Harris' intervention inevitable," he said.

WTEN (TV) favored for permanent grant

In an admittedly "difficult choice," FCC Hearing Examiner J.D. Bond last week issued an initial decision favoring Capital Cities Tv Corp. over WVET-AM-TV Rochester for dropped-in ch. 10 at Vail Mills, N.Y., to serve the Albany-Troy-Schenectady area.

Capital Cities, which owns WROW Albany, has operated WTEN (TV) on the contested channel since Dec. 1, 1957, under a temporary permit from the FCC. Examiner Bond favored Capital Cities on factors of local residence and civic participation and broadcast experience in the area to be served. WVET-TV was preferred on the diversification factor and was given a "slight preference" for proposed program policies. Other factors were considered "equal" or "off-setting."

Examiner Bond said it "cannot be ignored" that two principals in Capital Cities—Reps. Dean P. Taylor (R-N.Y.) and Leo W. O'Brien (D-N.Y.)—have demonstrated they are responsive to community interests by being elected and re-elected to Congress. Largest stockholders in Capital Cities are commentator Lowell J. Thomas (16.2%)



R. C. CRISLER & CO., INC.

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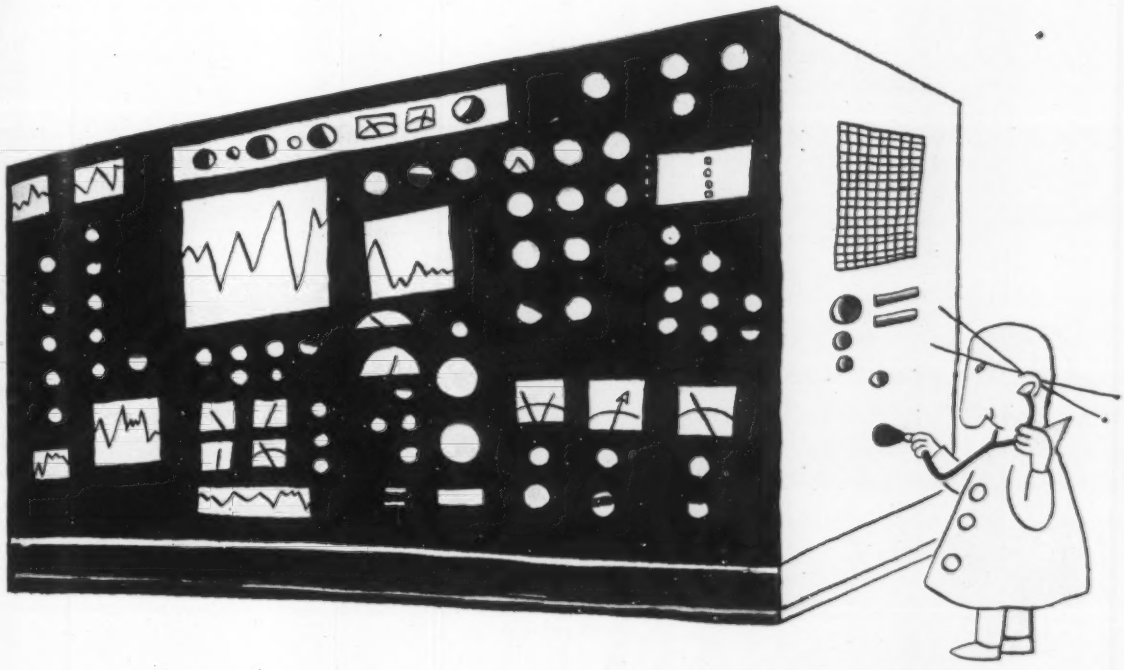


Why mutual life insurance companies are such sticklers for efficiency

Most people would agree that the life insurance business is highly competitive. But many of those same people wonder just what the competition actually *is*. After all, life insurance companies *do* sell similar products at similar prices under similar regulations.

Actually, the companies compete in the area of *operating efficiencies*. And if the company is a *mutual* company, the savings from those efficiencies are reflected in "dividends," which are really premium refunds to policyholders.

The effect of this is to lower the cost of insurance for mutual policyholders—for whom the company is operated solely. Life insurance is the most important form of financial security for most mutual policyholders. No wonder they take special interest in *their* company!

It is also worthy of note that most major stock companies have become mutual companies, and two thirds of all life insurance policyholders buy mutual insurance. As the first American company to offer the public mutual life insurance, we are pleased that so many people have followed the trail we blazed 116 years ago.

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N.Y.

Sales and service offices located throughout the United States and in Canada

For Life, Accident & Sickness, Group Insurance, Pension Plans, **MONY** TODAY MEANS **MONEY** TOMORROW!

WESTERN ELECTRIC AND

FROM Western Electric's Point Breeze Works go many millions of feet of telephone cable to every corner of the nation. Some of this shipment may have been for your town.

BALTIMORE, MD.

For over a quarter of a century this great port city has helped Western Electric make the Bell System's communication network that binds the nation together. Like our other home towns, Baltimore shares both the work and the rewards.

Take a boat ride down the Patapsco River toward Chesapeake Bay, then look back. Only here can you see the full sweep of fabulous Baltimore . . . its handsome skyline, its forty miles of deepwater docks and its industrial area.

Here too you can see the Point Breeze Works of Western Electric where more than 6000 Baltimoreans help us make telephone apparatus and equipment for the Bell System — including enough wire and cable in a year to girdle the globe 258 times.

What does this huge Western Electric plant mean to Baltimore? It means jobs and payrolls to spend with local merchants, taxes we pay and business for our over 800 local suppliers. Last year throughout the whole state of Maryland we paid out over 9 million dollars to 915 firms.

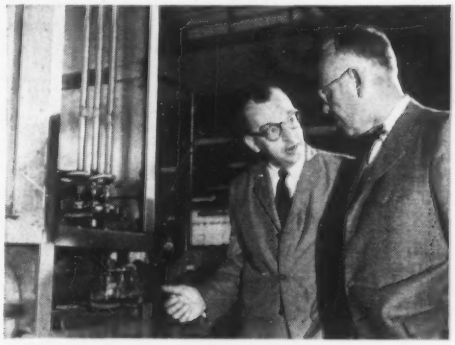
Being in Baltimore means something to us, too. We benefit from the skills of a superior work force and enjoy the traditional hospitality of this fine old city.

Besides Baltimore, Western Electric has manufacturing plants in 24 other cities where we also make hundreds of different telephone products for the Bell System. Last year we purchased over a billion dollars worth of raw materials, products and services from more than 30,000 suppliers located in every state of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

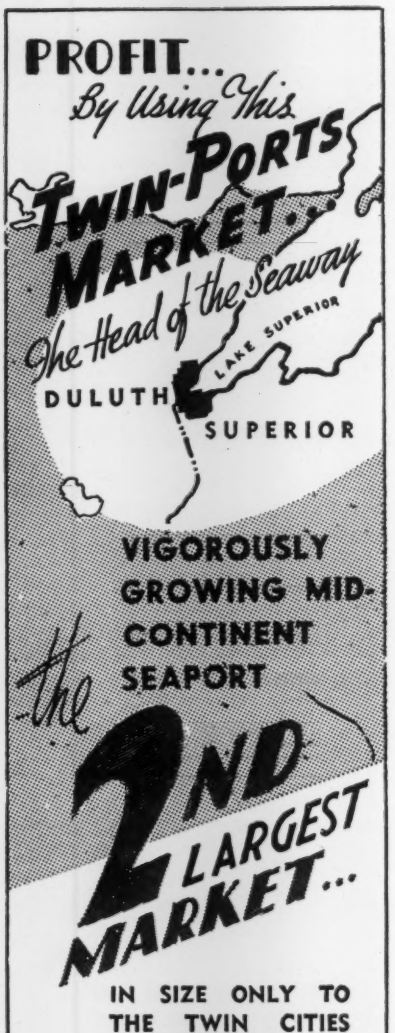
BEAUTY QUEEN of the Point Breeze Works, Jan Amend, receives United Appeal plaque on behalf of fellow employees, all of whom gave a minimum of four hours pay (a total of about $64,000). Making the presentation on behalf of United Appeal is Campaign Chairman Robert W. Thon, Jr., VP of the Savings Bank of Baltimore.



LOCAL SUPPLIER. Kinlock Yellott (right), President of the Haven Chemical Co., and Western Electric buyer, Robert Giblin, observe as copper wire is simultaneously insulated and color-coded with vinyl ink. Mr. Yellott's firm supplies the ink.

VOLUNTEER FIREMAN. W.E.'s David Weiss (left) often meets with Baltimore County Fire Chief Win Winholt to coordinate activities of the paid and volunteer departments. Dave is Executive Committee Chairman in the Volunteer Fireman's Association.

BUSINESS EDITOR Carroll Williams, Baltimore SUN has said of Western Electric: "a solid corporate citizen which makes important contributions to the dynamic economy of Baltimore. They keep a lot of wheels turning." We value his comment highly.



and his business manager, Frank M. Smith (12.1%), president. Besides WROW and WTEN, Capital Cities owns ch. 11 WTVD (TV) Durham, N.C. (one principal also controls WDNC-AM-FM Durham), WPRO-AM-FM-TV Providence and operates WCDB (TV) Hagaman, N.Y. (ch. 29), and WCDC (TV) Adams, Mass. (ch. 19), as satellites of WTEN.

WVET-AM-TV operates its ch. 10 tv facility in Rochester on a share-time basis with WHEC-TV there. The largest stockholder (7.66%) is Ervin F. Lyke, president and general manager.

Tv vs. microwave fight moves toward hearing

The court case involving the question of whether broadcasters have a property right in their signals advanced another step toward hearing last week. Filed was the response by the Twin Falls, Idaho, cable company operator to the suit filed by three Salt Lake City tv stations (BROADCASTING, May 4).

The cable operator, W.L. Reiher, filed a general denial of the complaints. He stated that they fail to state a claim on which relief may be granted.

Mr. Reiher owns the Twin Falls community television system and also Idaho Microwave Inc. The microwave company plans to pick up and relay the Salt Lake City signals to the cable company in Twin Falls.

The Salt Lake City stations asked for a permanent injunction to prohibit the microwave company from picking up and using their signals. KUTV (TV) in Salt Lake City also claimed it had a rebroadcast contract with KLIX-TV in Twin Falls for which the latter was paying a fee. The other stations are KTVT (TV) and KSL-TV.

The Salt Lake City outlets also said the community cable company would deprive them of the fruits of their efforts with no compensation, interfere with property and contractual rights, possibly degrade their signals and thus cause a loss of goodwill. They also pointed out that they might have to pay more for program product, performers and talent.

The cable company began operating in May 1955 carrying the signals of the two Boise and one Idaho Falls stations as well as the local KLIX-TV.

Idaho translator

The FCC has set aside a June 24 license renewal for tv translator K7OBA Lewiston, Idaho, after it found that the licensee, Orchards Community Tv Assn. Inc., had been operating another translator station on ch. 76 without Commission authorization. Orchards was given 30 days to reply to the action.

PROGRAMMING

MYSTERY STRIPS BRIGHT

California National predicts new trend

Nighttime strips of mystery series are "strong likelihoods" in both local and network tv programming this fall.

The prediction comes from Jake Keever, California National Productions' vice president and general manager. The syndicator bases his observation on an expected increased flow in the fall of the private-eye series.

Strips themselves are getting increased attention from CNP, the NBC film subsidiary. The company already has introduced former network series, such as *The Life of Riley*, *Medic* and *It's a Great Life*, as daily strip entries.

Program stripping means a series placed Monday-Friday on a schedule. As used in networking, the *Bob Cummings Show* daytime series on ABC-TV will be seen in this manner.

Obvious advertiser interest for the technique lies in so-called sponsor identification. Also, says CNP, the ratings picture has shone unusually bright for those time periods in which stripping of syndicated series is employed by stations.

California National, for example, can point to WTRF-TV Wheeling where H. Needham Smith, sales manager, claimed a near 2-to-1 edge over a competing program in the 5:30-6 p.m. period for *Riley*. Other stations report similar advances. Among them: WJTV (TV) Jackson, Miss., whose tv manager, Owens F. Alexander, after citing rating advances with *Riley* noted, "on the basis of these figures we would not hesitate to recommend this program to any station for a daytime series."

Similar letters were received by CNP from Tom Shelburne of WNEP-TV Scranton; James Schiavone, WWJ-TV Detroit; Hi Bramham, WSM-TV Nashville; James E. Conley of WCAU-TV Philadelphia and Leslie G. Arries Jr. of WHDH-TV Boston.

ABC-TV show booster

Plans for exploitation, promotion and advertising of the ABC-TV fall program lineup are being coordinated following a series of meetings by heads of these network departments and their counterparts at some 80 key affiliated stations.

The series of two-day sessions

In Memphis . . .

Survey After Survey Shows Channel 3's Commanding Lead!

1st by A.R.B. 1st by PULSE 1st by NIELSEN

Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Apr. 17-May 14, 1959 (Metro Area)	Pulse May 1959 (Metro Area)	Nielsen Mar.-Apr. 1959 (Station Area)
WREC-TV	250	309	263
Sta. B	80	79	72
Sta. C	68	7	53

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

IMPORTANT ANNOUNCEMENT

EFFECTIVE SEPTEMBER 7 issue, BROADCASTING will go into the mails each Friday. This means advancing advertising (and editorial) deadlines a minimum of 24 hours.

If proof is desired, ad must be in hands of publication two weeks in advance of Monday publication date. Otherwise, ten days in advance for all copy, plates, etc. No proofs.

Color will print over a weekend which means *all color plates must be in our hands no later than Thursdays* (10 days preceding Monday publication date). Send specific color instructions in advance.

Inserts must be in hands of publication's printer ten days in advance.

Send all copy and plates to Advertising Department, 1735 DeSales St., N. W., Washington 6, D. C. **Use Air Express or Emery Air Freight** as Air Mail, Special Delivery or Parcel Post/Special Delivery is held up days in local post office.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

have been taking place in New York, Chicago, Dallas and Los Angeles.

Exploitation Director Sid Mesibov who heads the project, Press Information Vice President Mike Foster and Advertising Director Dean Linger presented network plans, then participants swapped ideas on local-level handling. Station management executives also attended the first session in New York and Chicago to hear ABC-TV President Oliver Treyz, Program Vice President, Thomas Moore and Daytime Programming Vice President Giraud Chester present details of network planning for the fall program lineup.

WBBM-TV method: video tape versatility

A technique utilizing video tape recording "in a manner formerly reserved exclusively for film" was reported by CBS's WBBM-TV Chicago last week.

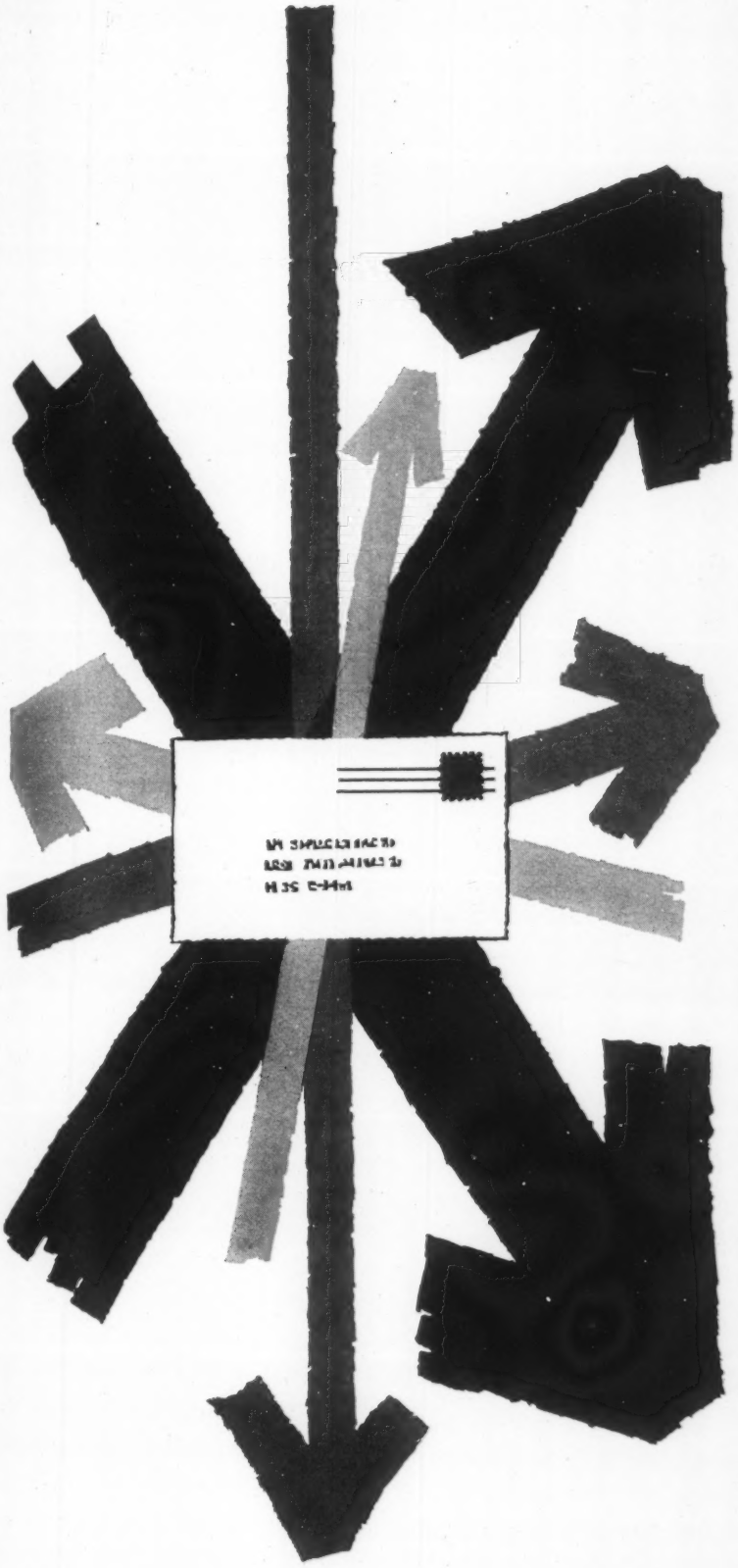
The station completed a sample pilot of a proposed documentary series, recording about 3½ hours on video tape at four remote locations and editing it down to 24 minutes of playing time. Several film segments, shot separately, also were transferred to tape.

The station predicted the technique "is destined for future development." Here's how the pilot was made (using Ampex machines):

The video tape remotes were shot with background sound only. In most cases, the audio level was so low that amplification and intensification were necessary. Background sound was dubbed from the master video tape to audio tape, with addition of some prerecorded sound effects. Separate tracks with narration and music where needed, were prepared to synchronize with video. The three audio tracks then were blended and recorded on a video tape dubbing made from the edited master. (Two masters were recorded simultaneously, one for reference and the other for a work print.)

Background audio was erased from the master tape and composite audio finally restored from the video tape dub to the much-edited original piece of tape—with "minimum loss" in the separate but related operations (editing of tape; transfer of film to tape, and mixing, dubbing and re-recording of audio.)

All film exposed on location was "shot silent" and recorded on tape, with three audio tracks of specially-created sound, music and narration fed simultaneously to the tape room to produce the complete and finished transfer. To achieve a desired effect in some instances, videowise, a dub was pre-



COMING— THE FIRST AUTOMATIC U.S. POST OFFICE

The Post Office is out to win a race with time. They're going to keep first class mail as fresh as your morning paper.

Next-day delivery is the way they'll do it. Nationwide automated mail-handling is the method.

The strikingly modern post office recently announced for Providence, Rhode Island, will be a major step. An ITT subsidiary, Intelex Systems Incorporated, has been appointed to do the job.

Push-Button Operation

This will be a fully-integrated automatic post office, the nation's first. Intelex will design, construct, equip and maintain it.

Machines will perform many tedious, time-consuming tasks, enabling career employees to apply their skills to more productive functions where machines cannot replace human judgment.

In minutes, Providence mail will be ready to move. Other automatic post offices are being planned to speed this mail at the end of the line. The vastly accelerated rate of mail movement will keep pace with our surging economy.

You don't just sit down and conceive an operation of this magnitude overnight. Years of experience and months of planning are required.

This is one reason why an ITT subsidiary won the assignment. ITT has been in the creative forefront of automatic processing equipment for many years.

Experience Where It Counts

The ITT System has developed electronic computing equipment for banks, insurance companies and mail-order houses. It has created many types of document and material conveying systems for hospitals, brokerage houses, factories, government agencies.

Intelex Systems Incorporated will have full responsibility for the job. Other ITT divisions—other companies—will contribute.

When it's finished, Uncle Sam's first automatic post office will join the hundreds of ITT projects all over the world which help others to get big jobs done.

ITT

. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 101 research and manufacturing units, 14 operating companies and 130,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N. Y.

ITT COMPONENTS DIVISION • ITT FEDERAL DIVISION • ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS INCORPORATED AIRMATIC SYSTEMS CORPORATION • KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AMERICAN CABLE & RADIO CORPORATION • FEDERAL ELECTRIC CORPORATION • ITT COMMUNICATION SYSTEMS, INC. • INTERNATIONAL ELECTRIC CORPORATION • INTERNATIONAL STANDARD ELECTRIC CORPORATION • LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

It takes the

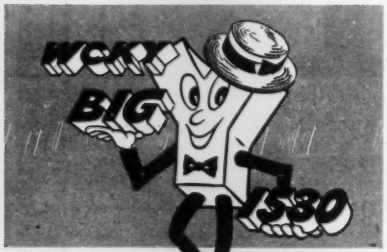
WCKY · BIG Y

to cover the TRI-STATE trading area of CINCINNATI

We've a file full of figures* on the size, scope and importance of the Tri-State Cincinnati Trading Area—such as it covers 1,778,000 people in 31 counties of Ohio, Kentucky and Indiana, but YOU know all that, including the fact that Cincinnati is one of the Top Twenty Markets of the country.

And when YOU want to cover Cincinnati with a radio campaign, you want to cover ALL of it, not just the 31%, or 556,800 people, who live within the city limits of Cincinnati. So to cover all of the Tri-State Cincinnati Trading Area, you've got to have power—and BIG Y has lots of power—50,000 watts of it, which is one reason why you can depend on WCKY to reach all of the Cincinnati Trading Area. Then when you add listener acceptance, live wire merchandising promotions, imaginative programming and first rate news coverage, *then* you KNOW your best buy is BIG Y—WCKY, that is!

*Tom Welstead in WCKY's New York office and AM Radio Sales in Chicago and the west coast, have files full of such figures too!



Cincinnati, Ohio

pared of the first five seconds of a taped scene, and a visual superimposition was then made onto the dub, which in turn was spliced back onto the master tape. According to WBBM-TV, it "was almost impossible to distinguish between the dub and the original, even when the segments were back to back."

Combined to produce an hour-long audition tape, it was explained, were (1) the edited master tape segments (plus short dubbings), (2) film portions placed on tape, (3) open and close taped live in the studio, and (4) video tape commercials especially produced for the pilot.

"Difference in quality, both aural and visual, between the original tape (both remote and studio), dubbed tape and film transfer was negligible," according to WBBM-TV.

In all, picture-to-picture splices totaled about 250 during the entire show (one segment of about five minutes contained over 50).

10 commercial outlets to air Michigan etv

The Michigan Education Assn. inaugurates its educational tv network this fall with *The Constant Challenge*, a 30-week series about education originating at WMSB (TV) Onondaga, Mich. (WMSB [Michigan State U.] shares time with commercial WILX-TV [BROADCASTING, March 16]).

So far the half-hour series is scheduled to be carried by 10 of the state's commercial tv stations in their public service programming. The potential audience is figured at five million. Some areas to be explored by *Challenge:* financing colleges and schools, radio-tv in education, the teacher shortage and related subjects.

News in Spanish

WSM Nashville, Tenn., started broadcasting news in Spanish Thursday (Aug. 13). The newscasts, beamed via the station's clear channel to Caribbean area and Central America, are about the ministers conference of the Organization of American States taking place at Santiago, Chile.

WSM's News Dept. prepares two-minute newscasts (weekdays, 2, 3, 4 a.m.) for translation by Dr. Maxwell Lancaster of the Vanderbilt U. Romance Language Dept. The special schedule, running the duration of the conference, has been undertaken to promote inter-American understanding.

WSM is on 650 kc with 50 kw.

CBS grounded

Firm "ground rules" laid down by the Little Rock, Ark., chief of police nixed chances for a CBS Radio newsman last Wednesday (Aug. 12) to make an on-the-scene broadcast from integration-troubled Hall High School.

The newsman assigned by the network was asked to remove the radio equipment he had set up on a utility pole across the street from the school. The network reported Friday that the equipment was installed before the police chief issued his "ground rules" requiring special press cards which could be had only by signing statements that newsmen would not go on school property, would not "wet up" posed pictures, would not interview students within two blocks of school property. Violation of any provision could mean the loss of the pass, it was said.

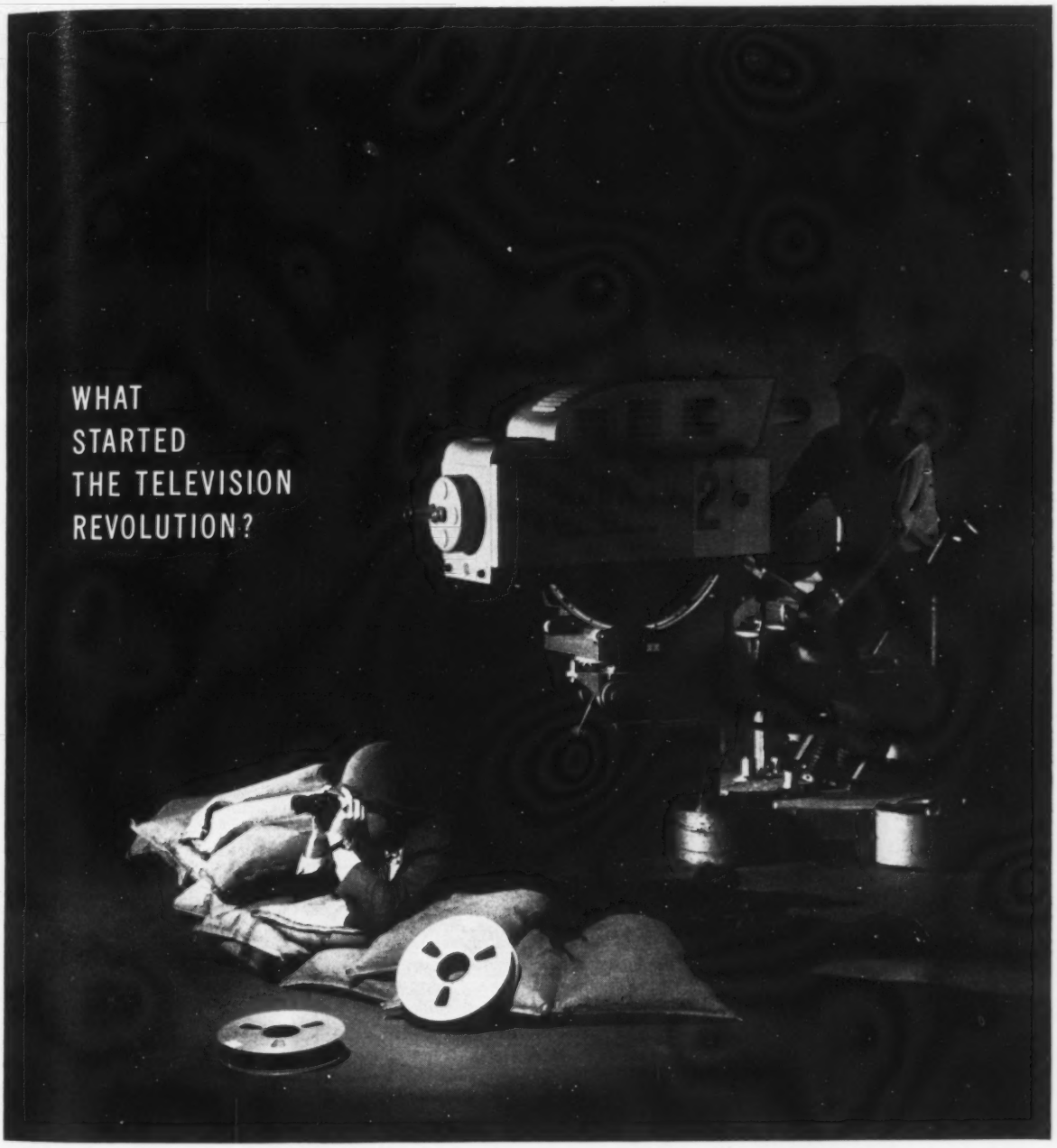
Seventh Day radio men plan Denver agenda

A hundred radio-tv directors of the Seventh Day Adventists will meet Aug. 20-24 at the Olin Hotel, Denver, for a North American conference under auspices of the Executive Secretaries Council. E.R. Walde, radio-tv director of the General Conference of Seventh Day Adventists, will preside.

Ways of using broadcast media more efficiently will be reviewed at the conference. On the agenda are these main topics—more familiarity with radio-tv tools; emphasis of the church potential in mass communications; better radio-tv representation at the church level; follow-up services after broadcast programs, and a code of standards for the directors.

The Adventists sponsor the *Voice of Prophecy* taped program on 472 radio stations in North America. The series is supported by individual and church donations. A half-hour tv film, *Faith for Today*, is sponsored in six major metropolitan markets and carried on a public-service basis in 130 other television markets.

Mr. Walde said the Denver conference will consider a primer or guide for local broadcast use. It will cover air techniques, what to say and what not to say, cooperation with the broadcast-



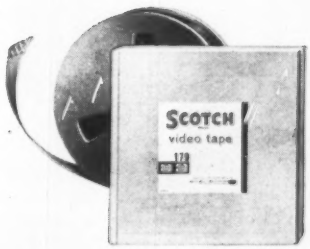
VIDEO TAPE MADE ONLY BY 3M

A lot of shooting in this revolution, but no casualties because "SCOTCH" BRAND Video Tape makes possible flawless "live" commercials and programs. Re-take and processing headaches are in exile. Production costs are under heavy attack.

And it's not over. The best producers agree that the uses and economies of video tape, pioneered by 3M research, are limited only by the imagination of the user.

Fast run-throughs and playbacks, more flexible schedules. The tape can be erased, re-used, spliced and edited.

Perfect video and audio are preserved on "SCOTCH" BRAND Video Tape which gives you "fluff-proof" commercials for half the cost. Maybe less.



MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

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ing industry and solicitation of funds. Jim Chase is associate director of the denomination's radio-tv department. Headquarters office is located in Washington.

Trans-Video formed

Establishment of Trans-Video Productions Ltd., Toronto, has been announced by Joseph B. Dunkelman, who has been president of Telepix Ltd., and vice president of Screen Gems (Canada) Ltd.

The Canadian organization has taken a lease with option to buy studio and laboratory facilities of Audio Pictures Ltd., Toronto. Trans-Video plans to produce about $4 million-worth of films annually.

Associated with Mr. Dunkelman is Robert Maxwell, Hollywood producer. The company currently is producing three filmed series at Toronto: *Shari Lewis, National Velvet,* and *Lloyd's of London.*

Italian competition

Five tv and radio productions have been picked by the Broadcasting Foundation of America to represent the U.S. in the 11th annual international competition for Prix Italia, according to Edward Stanley, NBC, director of the BFA advisory committee. Programs are *Meet Mr. Lincoln,* produced by NBC-TV and *A Sound Life,* WSB-TV Atlanta, Ga., tv documentaries; *Eulogy for Three Non-Adjusted Men,* WFMT (FM) Chicago, radio documentary; *The Glittering Gate,* comedy opera, WNYC New York, and *Elegy for a Dead Soldier,* KFMQ (FM) Lincoln, Neb., a radio musical program.

OCCASION

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 17-21, 24-26 (4-4:30 p.m.) **Truth or Consequences,** participating sponsorship.

Aug. 17, 24 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

Aug. 18, 25 (7:30-8 p.m.) **Northwest Passage,** sustaining.

Aug. 18, 25 (8:30-9 p.m.) **Jimmy Rodgers Show,** Liggett & Myers through McCann-Erickson.

Aug. 19, 26 (8:30-9 p.m.) **Price Is Right,** Lever through J. Walter Thompson.

Aug. 19, 26 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King,** Kraft through J. Walter Thompson.

Aug. 20 (10:30-11 p.m.) **Masquerade Party,** P. Lorillard through Lennen & Newell.

Aug. 21 (8-9 p.m.) **Ellery Queen,** sustaining.

Aug. 22 (10-10:30 a.m.) **Howdy Doody Show,** continental Baking through Ted Bates.

Aug. 22 (10:30-11 a.m.) **Ruff & Reddy Show,** Borden through Benton & Bowles and Mars through Knox Reeves.

Aug. 22 (8-9 p.m.) **Perry Presents,** Gattuso Corp. Ltd. through Schneider Cardon Ltd.

Aug. 23 (7-7:30 p.m.) **Midwestern Hayride,** local, co-operative sponsorship.

Aug. 23 (9-10 p.m.) **Summertime Chevy Show,** Chevrolet through Campbell-Ewald.

• Program notes

• *Bat Masterson,* western adventure seen weekly over NBC-TV, will also be available to comic strip readers beginning Sept. 7. Columbia Features Inc. expects to have its version of the Ziv-Tv production in at least 125 newspapers. It will be drawn by Howard Nostrand and written by Ed Herron. The printed-page "Bat" is said to bear a strong resemblance to Gene Barry, who sports the cane and derby hat on tv.

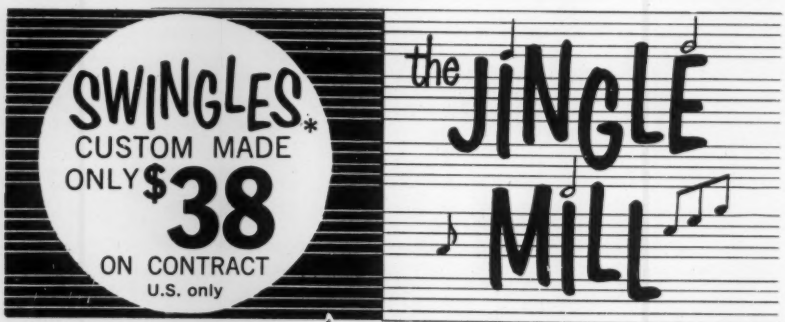
• ABC Films Inc., New York, reports signing 17 more stations for *26 Men* over the past two weeks, bringing the total markets for that series to 176. New customers: WBTW (TV) Florence, S.C.; WRVA-TV Richmond, Va.; WNTV (TV) Jackson, Miss.; KALB-TV Alexandria, La.; KPLC-TV Lake Charles, La.; KERO-TV Bakersfield, Calif.; WFMY-TV Greensboro, N.C.; WITN (TV) Washington, N.C.; KXLF-TV Butte, Mont.; WVEC-TV Norfolk, Va.; WAFG-TV Huntsville, Ala.; KFJZ-TV Fort Worth, Tex.; KSWS-TV Roswell, N.M.; WCCO-TV Minneapolis, Minn.; KXMC-TV Minot, N.D.; WTWV (TV) Tupelo, Miss., and KHAS-TV Hastings, Neb.

• Independent Television Corp., New York and Beverly Hills, Calif., reports a gross of $1,010,000 on *Four Just Men,* which has been sold in 74 markets after a month in syndication. Recent station sales: WTVH-TV Peoria, Ill.; WFGA-TV Jacksonville and WFLA-TV Tampa, both Florida; WDSU-TV New Orleans; KEMB-TV San Diego, and WKRG-TV Mobile. Latest regional buys: Fresno, Sacramento and San Francisco, all California; Salt Lake City; Seattle; Portland, Ore.; St. Louis; Miami; Denver; Hartford-New Haven; Nashville; Phoenix; Charlotte, N.C.; Birmingham; Louisville.

• *Split Personality,* new NBC-TV audience-participation show (Mon.-Fri. 4:30-5 p.m.) with comedian Tom Poston as m.c. has its debut Sept. 28. It is a Goodson-Todman production, in association with NBC-TV, produced by Robert Rowe. The quiz game is played by two contestants who attempt to identify a celebrity from different sets of clues. A winner of two consecutive contests gets a try at the jackpot prize awarded for identifying two celebrities shown in a composite photograph. *Split Personality* replaces *County Fair* on the schedule.

• Filmercial Productions Inc. (division of Filmaster Productions [*Gunsmoke; Have Gun, Will Travel; Troubleshooters,* and *Death Valley Days*]), North Hollywood, appoints Fremantle of Canada, Toronto-Montreal, to represent it in Canada. Fremantle will coordinate production business for Filmercial with that country's agencies. The arrangement affords Canadian film syndicators the opportunity to integrate Hollywood star commercials in their U.S.-produced shows.

• CBS-TV has changed the title of its new weekly half-hour series formerly called *Space* to *Men Into Space.* The



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series starring Bill Lundigan starts Sept. 30 (8:30-9 p.m. EDT) under sponsorship of American Tobacco Co. CBS-TV also reports the series debut of *Dennis The Menace* has been changed from Oct. 2 to Oct. 4 (Sun., 7:30-8 p.m. EDT).

• *Business Final*, ABC Radio's entry into the increasingly popular financial news field, will feature John Cameron Swayze. The program, which begins Sept. 8, will be heard weekdays (4-4:10 p.m.), with re-broadcasts (7:15-7:25 p.m.). Originating at the New York Stock Exchange, *Business Final* will include analyses of market trends and interviews with prominent businessmen, as well as the actual financial news. Assisting in the newsgathering process will be Joseph C. Potter, associate editor of *Forbes* financial magazine.

• WFIL-TV Philadelphia Wednesday (Aug. 12) presented *Two Seconds to Russia*, a 60-minute documentary about the July 4 ceremonies in Alaska when it became a state. Film for the program was shot by WFIL-TV cameraman Harold Hodgeman on assignment in Alaska. It was edited by Triangle Stations' (WFIL-TV parent) reporter Allen Stone.

• Establishment of additional special show unit to produce informational programs for CBS-TV's expanded schedule of such telecasts announced Aug. 7 by John F. Day, director of news. Av Westin, associate producer, promoted to producer in charge of new unit, which has been assigned to *CBS Reports*, series of hour-long programs to be presented in prime evening time over CBS-TV.

• Trans-Lux Television Corp., N.Y., has extended its new film series, *Animal Parade*, from 26 to 39 quarter-hour segments. Early buyers: WOR-TV New York; WJAC-TV Johnstown, Pa., and KPRC-TV Houston, Tex.

• Irving Pincus, creator-producer of *The Real McCoys* (ABC-TV), has purchased *Minding Your Own Business*, autobiographical novel by Charlotte Paul, with a 1960-61 half-hour comedy film series in mind. It deals with an urban couple who move to the countryside and publish a newspaper. The pilot script has been assigned to Chuck Stewart and Jack Elinson of *McCoys* and *The Danny Thomas Show*.

• The National Sports Council, New York, has contracted with Heritage Productions there for syndication of its upcoming 39 half-hour film series, *Live Like a Champion*. It stars Kyle Rote of the New York (football) Giants who will interview top-notch athletes. Some sessions are to include film shots of the athlete guest in action.

EQUIPMENT & ENGINEERING

RADIO COMMUNICATIONS IN SPACE

Raytheon sky platform possible companion to satellites

There's one communications dream that has come true—and there's another that's still a dream.

The one, a reality, is Explorer VI, now circling Earth after being blasted aloft Aug. 7 via a 53-ton, 90-ft. long Thor-Able missile from Cape Canaveral (AT DEADLINE, Aug. 10).

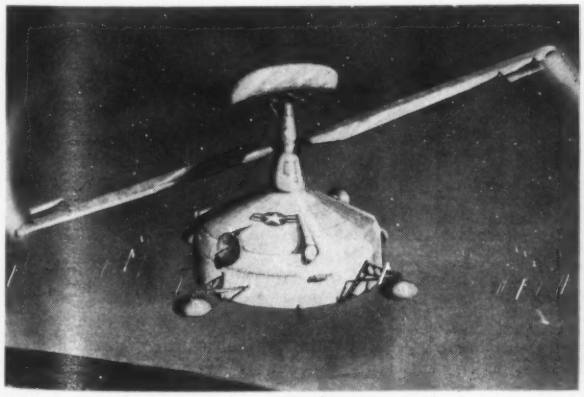
The other is the Raytheon-sponsored idea of a sky platform which, if it proves feasible, may herald a chain of such hovering flying carpets for transoceanic television and communications, radar missile detection and long-range navigation.

There is one point of similarity between them. Both are unique in their power systems. Explorer VI (below right) is getting its batteries recharged via 8,000 solar cells attached to four vanes extending from the spheroid's waist. The sky platform's power would come via microwave beams from the Earth.

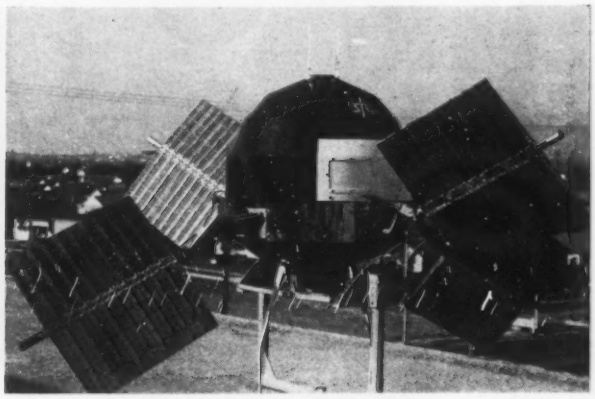
Explorer VI already carries a crude forerunner of space television. This is a "sensing" device which is transmitting 62-line pictures of Earth's cloud cover for meteorological study—dot by dot. This is being done through a photocell and a scanning device the results of which are being telemetered back to Earth.

The paddle-wheel space satellite is also being used to explore the ionosphere, some 50-200 miles above Earth, through the comparative use of a very low frequency signal, 15.5 kc, and a classified uhf signal. The uhf frequency has not been announced because it is also a command frequency, capable of turning the satellite's transmitting gear off and on. The uhf frequency is understood to be below the uhf television band (which runs from 470 mc to 890 mc).

From Earth, a 15.5 kc signal is transmitted to the satellite. A receiver in the



RAYTHEON'S SKY STATION



THE PADDLE-WHEEL EXPLORER VI

satellite takes that signal and converts it to the uhf frequency. It is then retransmitted to Earth.

The received uhf signal is being compared to the ionosphere-reflected 15.5 kc signal to determine the special differences which may become extremely significant if a "shot" is attempted to Mars or Venus. Both are about 20 million miles away when they are nearest to Earth.

This work is being handled by National Bureau of Standards, Stanford U. and Space Technology Labs.

For tracking and telemetry purposes, the frequencies being used are 108.06 mc and 108.09 mc.

Explorer VI, whose 15 experiments constitute the greatest number of simultaneous tests from one space vehicle yet initiated by the United States, is inclined 48 degrees with the Equator. Its apogee (highest point) has been calculated at 25,000 miles and its perigee (lowest point), 150 miles. It is making a complete circle of Earth in 12½ hours. Its life span is estimated to be in excess of one year. The overall cost of the paddle-wheel experiment was calculated at $5 million.

The Raytheon project, given life by a $90,000 Air Force study contract last week, basically will test the feasibility of powering a vehicle in space via high energy microwave beams. These transmissions will be converted into heat which in turn will power a gas turbine. The turbine will power the helicopter-type rotor.

The sky platform idea was first publicly broached by the Waltham, Mass., company last May. In essence it calls for a vehicle capable of hovering over one spot indefinitely.

In the picture (page 87) the dishes pointed downward are the antennae for receiving the microwave beams. Other dishes on the sides are for communication relay purposes. Atop the sky platform is a radar antenna, sweeping the sky.

Programs plugged in new tv set campaign

Tv set manufacturers and sellers are waging a one-month campaign, Aug. 15-Sept. 15, to promote public demand for receivers by arousing interest in programs.

The slogan: "Coming, the Finest Shows of All on Tv This Fall." Electronic Industries Assn., through its Consumer Products Division, is directing the campaign. NAB, tv networks and National Appliance and Radio-Tv Dealers Assn. are supporting the drive.

James D. Secrest, EIA executive vice president, wrote major tv dealers to promote display of advertising and promotion material supplied by the association. He predicted the coming season will be "one of the greatest buying periods in the histoy of the country.

"More families will want to purchase new receivers and many thousands of others will want to buy second sets to use in other rooms," he continued, urging broadcasters to use the EIA slogan.

Members of the EIA committee that developed the campaign are L.C. Truesdell, Zenith Radio Corp., chairman; Edward R. Taylor, Motorola Inc. and Charles N. Hoffman, Warwick Mfg. Corp. Marion E. Pettegrew, Sylvania Electric Products, is EIA division chairman.

Conrac conflagration razes Glendora plant

Fire gutted one of the Conrac Inc. (tv components) plants in Glendora, Calif., Wednesday (Aug. 12). Destruction is estimated at $450,000.

About $100,000 worth of damage was to Building No. 2. The rest was to assembly line machinery, parts and tools. (Conrac's heavy machinery is at Plant No. 1 which was not involved in the fire.)

The company's Research Dept. and blueprints for a plant planned for the area were not destroyed and the manufacturer says it will not be long before production level is regained. Firemen have not ascertained how the fire started.

• Technical topics

• Soaring sales have necessitated vacation cutbacks among RCA plant employes. The usual two-week vacations have been halved due to unprecedented demand for tv, radio and stereophonic hi-fi sets. RCA Consumer Products Executive Vice President P.J. Casella announced that July tv sales were the greatest in the company's history, 65% ahead of a year ago, while transistor radio shipments beat last July by 60%. The vacation cutback was needed despite extra shift operation at RCA home instrument plants since May 31.

• An unaudited net income of $439,140 (38 cents per share) for the first quarter of its fiscal years has been reported by Jerrold Electronics Corp., Phila. This represents, the company said, net in-

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come of $154,867 on net sales and service revenues of $1,933,267 and non-recurring income of $284,273 (representing profit on sale of Jerrold's Key West, Fla., community television system). In the same period last year, Jerrold reported net earning of $7,627 (.007 cents per share) on net sales and service revenues of $1,425,340. Jerrold's earning for the full fiscal year ended Feb. 28, 1959, totaled $397,656 (36 cents per share).

• Dynamic Electronics-New York Inc. has purchased the Capehart International Corp. there. Involved are all Capehart patents, licenses, trademarks and designs, plus distribution rights on high fidelity stereophonic phonographs, radios and tv sets in most countries. Dynamic also acquired the complete inventory of Capehart component parts and equipment. Jack M. Winer, president of Dynamic, has announced a new and complete Capehart line for January.

• Sylvania Electric Products Inc., has acquired a 25,000-square-foot plant in Manchester, N.H., for the manufacture of transistors. New production machinery and testing equipment will be installed within the next few months, with manufacturing operations scheduled to commence early in 1960. Between 800 and 1,000 men are expected to be employed at the single-story building formerly occupied by the Arrow Needle Co. Sylvania is a subsidiary of General Telephone & Electronics Corp.

• Continental Electronics Manufacturing Co., Dallas, has introduced Magniphase, an all-electronic device for protecting radio frequency transmission lines, antenna and antenna tuning equipment from damage due to line faults, arcs or overloads. Magniphase is designed to detect an arc at any point in the antenna system, convey information to the transmitter and squelch the transmitter's output. Immediately self-restoring, the transmitter interruption goes unnoticed on the air. The system is for use with any transmitter operating in the standard broadcast band, with 5 kw-50 kw output power and into impedances of 50 ohms-250 ohms.

• Amplifier Corp. of America, N.Y., is producing an automatic volume control amplifier which is said to maintain a constant output within 1 db with input changes of 30 db. Named the AVC Amplifier, the unit basically consists of a two-stage push-pull circuit. Operating conditions of the input stage have been designed to provide optimum limiter action with minimum distortion. Input may be connected directly to a balanced 600 ohm line or bridged across a 600 ohm line without upsetting line impedance. For broadcasting application the gain control feature automatically keeps modulation at peak levels without exceeding modulation limits. Factory net price: $195.

FATES & FORTUNES

Broadcast Advertising

MR. FRISARD

• EMILE FRISARD, formerly vp and creative director at Compton Adv., N.Y., to Lennen & Newell, that city, as senior vp and director of copy. Mr. Frisard joined Compton in 1957, having been with Ted Bates, Biow Co. and Grey Adv., all New York.

• GEORGE J. ZACHARY, formerly producer with Wightman Productions, N.Y., joins Kenyon & Eckhardt, that city, as radio-tv programming supervisor. Other K&E appointments: CARROLL L. PFEIFER, formerly vp and account group head at Fuller & Smith & Ross, N.Y., as merchandising executive; STUART H. BERG, project supervisor with Helene Curtis Inc., Chicago, (cosmetics), as producer in commercial films with MPO Inc., N.Y., as producer in commercial production department; MAX GLANDBARD, staff director of commercial films with MPO Inc., N.Y., as producer; SIDNEY M. MARAN, copywriter, to account executive.

• NELSON CARTER named senior vp and manager of Los Angeles office of Barnes Chase Co., San Diego. Mr. Carter, formerly in similar position at Foote, Cone & Belding, has been elected to board and purchased "a substantial stock interest," according to agency's president, James B. Lane.

• THOMAS F. SCANNELL JR. promoted from account executive to vp and account supervisor at Klau-Van Pietersom-Dunlap, Milwaukee.

• JOE PERRY, account executive at Tatham-Laird, Chicago, to New York office as assistant account supervisor on Whitehall Labs. He had worked on Kolynos toothpaste account in Chicago.

• ROBERT PLISKIN, formerly senior art director at McCann-Erickson, N.Y., to Benton & Bowles, that city, as vp in charge of art. Other B&B executive appointments: ALFRED GOLDMAN, formerly vp and copy director at Reach, McClinton & Co., N.Y., named vp and

associate creative director; JEAN BROWN, formerly copy supervisor at Grey Adv., N.Y., appointed vp and creative supervisor.

MR. DONALDSON

MR. ROSSELL

• EDGAR J. DONALDSON, vp and director of radio-tv department of Ketchum, MacLeod & Grove, Pittsburgh, moves department headquarters to N.Y. WARREN C. ROSSELL named manager of Pittsburgh radio-tv staff; DONALD FOX to tv production supervisor and NORTON T. GRETZLER named tv-radio business manager in N.Y.

• SOLITA ARBIB, associate creative director at McCann-Erickson, N.Y., named vp.

• THOMAS P. HOWARD, account executive at The Rumrill Co., Rochester, N.Y., elected vp.

• RAYMOND CORDER, assistant director of Creative PR, N.Y. (pr subsidiary of Anderson & Cairns Adv.), named manager. He succeeds ASHLEY W. BURNER, who has resigned.

• PAUL S. GEROT, president of Pillsbury Co., Minneapolis, elected to board of Minneapolis-Honeywell Regulator Co.

• WILLIAM H. DINSMORE, formerly with General Electric Co., Schenectady, N.Y., appointed general manager of new corporate pr department of American Can Co., N.Y., maker of Dixie Cups and other products.

• GEORGE S. BURROWS, media supervisor at N.W. Ayer & Son, Philadelphia, named media director. JOSEPH FIERRO, formerly timebuyer in home office, transferred to Detroit office's service group assigned to Plymouth account.

• HOOPER WHITE, commercial producer at J. Walter Thompson, Chicago, appointed commercial production manager in New York office of Leo Burnett. Mr. White is credited with pioneering in agency use of video tape recording facilities in Chicago.

• EDWARD J. BREWTON, formerly with Midland Cooperatives Inc., Minneapolis, named radio-tv director with Foulke Agency, that city. ALAN V. LAMBERT, formerly with Herbert Willis & Assoc., agency there, joins Foulke as assistant account executive. WILLIAM P. SAHLSTEEN, copywriter, promoted to copy chief.

• JACK SHOR, sales promotion manager at Clairol Inc., N.Y., named pr and merchandising manager.

• PETE GREEMAN, copywriter at BBDO, N.Y., to Norman, Craig & Kummel, that city.

• WILLIAM A. CROTHER, formerly copy chief at Donahue & Coe, N.Y., and ROBERT KROLL, formerly with Lennen & Newell, N.Y., to copy department staff of William Esty, that city.

• MILES T. WILLIAMS, previously with Netedu Adv. St. Joseph, Mich., and Horton-Noyes Co., Providence, R.I., appointed group head at M.M. Fisher Assoc., Chicago.

• LORENZO DE LA VEGA, formerly pr director at McCann-Erickson, Cuba, to Shulton Inc., N.Y., ("Old Spice" toiletries, insecticides, etc.) as international advertising manager.

The Media

MR. ELDER

MR. DEBARE

• OMAR ELDER JR. and CHARLES DEBARE named general counsels for ABC-TV and ABC Radio respectively in new division of ABC's legal department. Mr. Elder, ABC assistant general counsel since August 1953, reports to ABC-TV President Oliver Treyz; Mr. DeBare, staff attorney since February of this year, reports to ABC Radio President Edward J. DeGray and Stephen J. Riddlederger, vp for o&o stations.

• STEPHEN R. RINTOUL JR., account executive at Venard, Rintoul & McConnell, N.Y., named vp, succeeding his late father, Stephen Rintoul Sr.

• SAUL ROSENZWEIG, general sales manager of WLOS-TV Asheville, N.C.-Greenville - Spartanburg, S.C., adds duties of vp in charge of tv sales of Skyway Broadcasting Co., which also owns WTVJ (TV) Miami and has interest in WFGA-TV Jacksonville, both Florida.

• WILLARD C. WORCESTER, publisher of *Muncie* (Ind.) *Star & Press* and general manager of WIRE Indianapolis, transferred to Phoenix as general manager of *Arizona Republic* and *Phoenix Gazette*. All are part of Central Newspapers Inc., of which Eugene C. Pulliam is president. Mr. Worcester will continue supervisory control over WIRE.

• BILL FALL, program manager of

"**South-Central California**—250 watt fulltimer serving market of 35,000. Grossing $3,000-plus monthly and capable of doing much better. Total price $60,000—$20,000 down and easy terms on balance."

"**Midwest Daytimer**—single station, excellent market, serves trading area of 75,000. $210,000.00 with 29% down."

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EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

WFBM-TV Indianapolis, named program operations manager of WFBM-AM-FM-TV. He is succeeded by WARREN WRIGHT, previously executive producer with WCAU-TV Philadelphia; appointments effective Sept. 1.

• TED O'CONNELL, account executive with CBS Tv Spot Sales, N.Y., named midwestern sales manager, Chicago office. HOWARD H. MARSH, rep's Detroit sales manager transfers to New York, as account executive. Both appointments effective Aug. 24.

MR. ZELMAN

• SAM ZELMAN, west coast bureau manager for CBS News and news director for network's KNXT (TV) Los Angeles, named special assistant to director of CBS News. Mr. Zelman's first assignment will be directing coverage of 1960 national political conventions and elections. AV WESTIN, associate producer of special show unit of CBS News, named producer in charge of additional such unit, which will be assigned to Fred W. Friendly's *CBS Reports* series.

• ORVILLE F. BURDA, formerly general manager of KDIX-AM-TV Dickinson, appointed commercial manager of KXJB-TV Valley City, both North Dakota.

• PAUL MARTIN, national sales manager of KHJ Los Angeles for five years, appointed general sales manager.

• TOM DUGGAN promoted from sales staff of KICN Denver to sales manager.

• J. RICHARDSON (DICK) LOUGHRIN, formerly senior salesman with CBS-TV Spot Sales, N.Y., to Television Advertising Representatives, as general manager, Los Angeles area.

• JERRY WAX, formerly program director of WALL Middleton, named general manager of WWHG-AM-FM Hornell, both New York.

• EDWARD H. FORESTER, formerly with The Katz Agency, N.Y., to WICC Bridgeport, Conn., in new post of national radio sales manager, with headquarters in New York.

• PHILIP M. BOTTFELD, formerly account executive (Schick, Carlings Red Cap and others), at Benton & Bowles, N.Y., has resigned to form marketing and communications consultant firm, bearing his name, at 15 W. 46th St., N.Y. Mr. Bottfeld also served B & B as west coast pr director, and associate pr director in New York.

MR. BOBBITT

• O.P. (BOB) BOBBITT, general sales manager of KTBC-AM-TV Austin, named vp in charge of sales of The L B J Co., which also operates KRGV-AM-TV Weslaco, both Texas, Mr. Bobbitt first joined KTBC nine years ago.

• J.W. (BILL) SLATES, formerly manager of KFSA-AM-TV Fort Smith, Ark., named manager of KNAC-TV, that city, succeeding HARRY HUEY, released for other duties within parent group, Donald W. Reynolds stations.

• HAL WALTON resigns as vp and general manager of WNJR Newark, N.J., effective Aug. 23.

• WILLIAM HOLM, general manager of WLPO LaSalle, Ill., and JOHN W. JACOBS JR., president and general manager of WDUN Gainesville, Ga., named to board of Assn. for Professional Broadcasting Education, which is supported cooperatively by 53 colleges and NAB. They succeed WARD QUAAL, WGN-AM-TV Chicago and LEE W. RUWITCH, WTVJ (TV) Miami, respectively.

• MARTIN J. MCGEEHAN, 49, radio account executive on sales staff of ABC Chicago and formerly general manager of WCFL, that city, died Aug. 12.

• WILLIAM G. RAMBEAU, recently resigned president of Rambeau, Vance, Hopple, station rep, has opened office as broadcast consultant at 10 E. 43rd St., N.Y. Telephone: Oxford 7-8896.

• HAROLD R. MEIER promoted from assistant news director to news director of KSTP-TV Minneapolis-St. Paul. He succeeds JULIAN HOSHAL, resigned to become university relations representative and instructor for U. of Minnesota's school of journalism.

• GREGORY MURPHY JR., with sales staff at The Katz Agency, Atlanta, promoted to office manager.

• ROBERT J. NORWOOD promoted from program director to studio manager of

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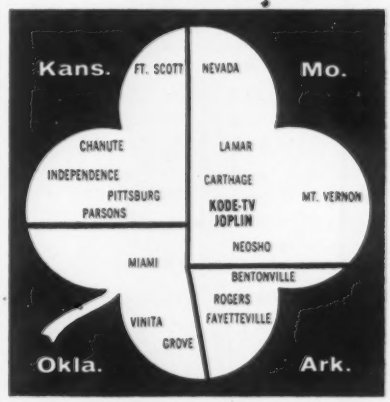

MISSOURI'S 3rd TV MARKET

151,400 TV HOMES*

Lucky KODE-TV, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And KODE-TV covers: • a 4 state area • 151,400 TV Homes • 669,800 people with $776,919,000 buying power.

KODE-TV CHANNEL 12

JOPLIN, MISSOURI CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group

*TV Mag., June '59

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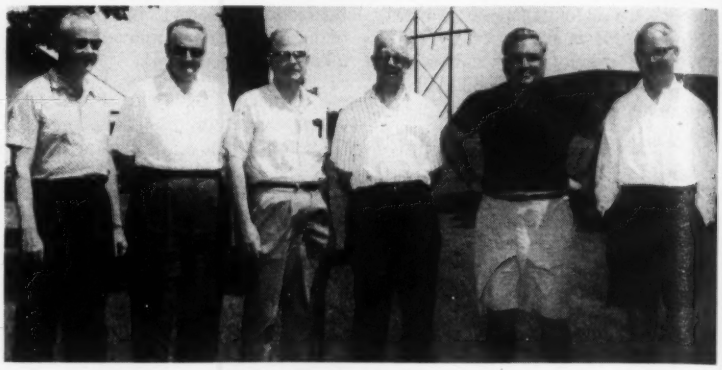

Timexecs meet • Informality was the keynote of last week's four-day meeting of the Time Inc. radio-tv general managers in Minneapolis. Purpose of the meeting: to plan winter-fall activities. Highlight: a meeting with leading business and agency representatives of the Twin Cities to outline plans in the media to major national advertisers in that area. Shown here (l to r) are Time's general managers: ELDON CAMPBELL, WFBM-AM-FM-TV Indianapolis; G. BENNETT LARSON, KDYL-AM-FM and KTVT (TV) Salt Lake City (now sold); HUGH B. TERRY, KLZ-AM-TV Denver; PHIL HOFFMAN, vp, WTCN-AM-TV Minneapolis; WESTON C. PULLEN JR., vp for broadcasting, Time Inc., N.Y.; BILL SCHROEDER, WOOD-AM-TV Grand Rapids, Mich.

WQTE Monroe, Mich. (formerly WMIC). IRV LAING, announcer-engineer, named chief engineer.

• RONALD J. WEAVER named promotion manager of WIBC Indianapolis, succeeding ROBERT W. BIDLACK JR., who resigned.

• M. CLARE PATTERSON JR., formerly news director of WPEL Montrose, Pa., appointed general manager of WYCA (FM) Hammond, Ind. (formerly WJOB).

• RICHARD J. GAGE, formerly chief engineer of WPEL Montrose, appointed general manager of WDAC (FM) Lancaster, both Pennsylvania, effective Aug. 24.

• LEWIS R. CLICK, assistant auditor of WSAZ Inc., appointed comptroller. WSAZ Inc. operates WSAZ-AM-TV Huntington and WKAZ-AM-FM Charleston, both West Virginia.

• DAVID YARNELL, formerly publicity director of WNEW-AM-FM New York, pr director for MBS and program manager of WNEW-TV, joins WCBS-AM-FM New York, as publicity director.

• THOMAS H. RUBEN appointed station manager of WLOL-FM Minneapolis-St. Paul, succeeding JOE EHRENBERG, who resigned. KEN ANDERSON, staff member, named program director.

• JIM NESBIT, formerly account executive and continuity director with WFIE-TV Evansville, Ind., named promotion director of WISH Indianapolis.

• TOM CRANE promoted from newscaster to news director of WKMH-AM-FM Dearborn-Detroit.

• TONY GRAHAM, formerly announcer and program director of WEEP Pittsburgh, named assistant program manager of KDKA-AM-FM, that city.

• EDWARD R. NEWMAN, air personality with WWIN Baltimore, adds duties of commercial manager.

• WILLIAM D. HAMILTON, formerly consultant to Jamaican Broadcasting Corp., Jamaica, B.W.I., to WMCA New York., as director of public affairs.

• SAM BENSON, with KLAC Los Angeles since 1950 as announcer, program supervisor and newsman, appointed news editor.

• JIM HARRISON, formerly with KAYO Seattle, named "director of sound" of KWIZ-AM-FM Santa Ana, Calif., in charge of personalities, news and sports.

• VIC MILLER, announcer with KOOK Billings, Mont., promoted to chief announcer and news director. RED WELSH, Billings newspaper man, appointed editorial writer and commentator. BOB SWARTZ, announcer with KOPR Butte and KGVO Missoula, both Montana, joins KOOK as air personality.

• CHRISTINE STEWART, formerly reporter with Canadian Press, STANLEY WILLIS, formerly with New York *Daily News*, and FRANK (CHIP) CIPOLLA, formerly news director of WHLI Hempstead, L.I., to WNEW New York's news and special events staff.

• KARL HAAS, concert musician, appointed director of fine arts of WJR-AM-FM Detroit. Mr. Haas will supervise planning and broadcast of classical music and cultural programs as well as performing as solo pianist.

• EDITH KRAMS WHALEY, formerly media director of Stromberger, LaVene McKenzie, L.A., advertising agency, has opened media representative firm bearing her name.

• ED DUNBAR, formerly member of NBC's network sales staff, S.F., to Weed Television Corp., that city, as tv account executive.

• CARL TINNON, operation manager and film buyer of KTVI (TV) St. Louis, died in automobile accident Aug. 7.

• ROSEMARY LEWIS appointed director of public relations of KIOA Des Moines, Iowa.

• CARLO ANNEKE, formerly sales manager of WDSM-TV Duluth, Minn., joins KTLA (TV) Los Angeles as account executive.

• JOHN M. BRIGHAM, formerly with sales staff of Edward Petry Co., N.Y., to WCBS-TV, that city, in similar capacity.

• MYRON G. TISCHLER joins New York sales staff of American Research Bureau.

• RICHARD G. CRUISE, salesman with KHJ-TV Los Angeles, to Edward Petry & Co., that city, in similar capacity.

• CHARLES H. WARNER JR., formerly of sales staff of WTTG (TV) Washington, to WTOP-TV, that city, as account executive.

• ROBERT INNES, formerly account executive with CBS, N.Y., to New York sales staff of WGN-TV Chicago.

• DAVE BAUSE joins WRAW Reading, Pa., as air personality.

• LEO MINTON, formerly with KXLK Great Falls, Mont., to KGU Honolulu as announcer. JAMES DEBOLD, formerly with WHIZ-TV Zanesville, to WLWC (TV) Columbus, both Ohio, as producer-director. They are both graduates of Northwest Schools, Portland, Ore.

• LOU SHERMAN joins WXYZ-AM-FM Detroit as air personality.

ALL CASH?
TERMS?
PARTNERSHIP?
LEASE?

Nationally known executive vice president of eastern major market radio chain wants to move west as owner of station. Any proposition considered.

Box 237P, BROADCASTING

• JOSEPH G. SHEWARD moves from sales staff of WIP-AM-FM Philadelphia to that of WRCV, that city. BILL DEAN, newswriter, rejoins WRCV-AM-TV, after three-year Army tour.

• WALL MATTHEWS, formerly promotion director of WBAL-TV Baltimore, joins sales staff of WITH, that city.

• JOHN WALLACE DREW, formerly with directing staff of WTOP-TV Washington, to that of WJIM-TV Lansing, Mich.

• JOHN GEE joins WGEZ Beloit, Wis., as air personality.

• PAT SHANAHAN joins WRIT Milwaukee as announcer.

• DAN INGRAM, air personality with WNHC-AM-FM New Haven, Conn., to KBOX Dallas in similar capacity. Other KBOX appointments: JOHN BORDERS, formerly with WACO Waco, Tex., as announcer; GERALD HIRSCH, formerly of WGBF Evansville, Ind., to news staff.

• TYLER STEWART, formerly sales manager of KWKC Abilene, Tex., and EDWARD LYDON, formerly sales rep with KXYZ Houston, to WIL St. Louis as account executives. BUD COE joins WIL news staff.

• JACK BROWN, account executive with KEWB Oakland, Calif., to KYA San Francisco in similar capacity.

• MEL SOKOLOW, formerly pr. director of Technical Tape Corp., New Rochelle, N.Y., named promotion rep of New York edition of *TV Guide*.

• ROBERT J. COHEN joins WFEA Manchester, N.H., as account executive.

• SCOTT PETERS joins news staff of WALL Middletown, N.Y.

• DON SHAFER, formerly program director of WAXX Chippewa Falls, Wis., to KALL Salt Lake City as air personality.

• JOHN LUPTON, air personality with WCAU-AM-FM Philadelphia, to WGAR-AM-FM Cleveland in similar capacity.

Programming

•JOHN B. CRON, formerly managing director of European operations, Screen Gems, N.Y., and previously sales manager of NBC-TV's film division, elected president of Phoenix Television Co., N.Y., subsidiary of Great American Publications Inc., that city, publisher of *Weird Tales*, etc.

• WALTER LOWENDAHL, formerly head of own theatrical film producing firm in N.Y., to Wilding Inc., that city,

Time for a Checkup?

Who knows, maybe it is. You get checkups on everything else — your health, your kids, the car.

So why not your investments, too?

After all, times change—and so do security values. The stocks you bought five years ago may have been just fine for your purposes *then* — but what about now?

Maybe your objectives have changed.

Maybe other stocks offer far better opportunities.

Maybe there are definite weak spots here and there in your portfolio.

That's why we think every investor should get a good financial checkup from time to time . . . find out just what his investment program looks like to a practiced, impartial observer.

And if you'd like to know what *we* think of the stocks you own, we'll be happy to tell you.

Our Research Department will mail you an objective review of your present portfolio, give you all the facts they can about any particular stocks you may want to buy or sell, or prepare a complete investment program for any sum, any objective.

There's no charge for this service, either. Whether you're a customer or not.

If you'd like an investment checkup, just write us a letter about your situation. You simply address—

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Department BT-42

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Offices in 112 Cities

as executive producer. Mr. Lowendahl is founder and former president of Film Producers Assoc., N.Y., and currently chairman of its labor committee.

MR. BURNS

• LLOYD BURNS, vp and general manager of Screen Gems (Canada) Ltd., appointed vp in charge of international operations, Screen Gems Inc., effective Sept. 1. He succeeds WILLIAM H. FINESHRIBER JR., who resigned.

• RUTH POLOGE, formerly in charge of magazine and radio-tv publicity with J. Arthur Rank Productions, N.Y., joins American-International Film Distributors, that city, as eastern publicity representative.

• LEON I. MIRELL, formerly with program department of CBS-TV in Hollywood, where he developed new programs for News and Public Affairs Dept. and syndicated film division, joins MGM-TV, Culver City, as director of business affairs.

• ROD SERLING, Emmy-winning writer-producer, has signed exclusive three-year contract with CBS-TV. Through his Cayuga Productions Inc., he will develop new properties for network.

• HUGH GOLLOGLY, formerly senior copywriter at McCann-Erickson, to Great Lakes Div. of Wilding Inc. as account executive.

• JOHN J. HOWLEY and FRANK E. LEBEAU, to southwest division; TED SWIFT and CASPER CHOUINARD to central division; CHARLES A. DUNBAR to western area market, and JOHN W. WEIDMER to New York headquarters of United Artist Television Inc. as account executives.

• ROBERT CANON, director of *Gerald McBoing-Boing* cartoon series, among others, has joined Playhouse Pictures, Hollywood animation organization. EDWARD LEVITT, formerly with John Sutherland Productions and UPA, to Playhouse Pictures as story-and-sketch man.

AP directors

The Associated Press Radio and Television Assn. has elected six new members to its 16-man board of directors. Balloting was by mail among nominations from a committee presided over by D.L. Provost, vice president and general manager of the radio-tv division of the Hearst Corp. Successful candidates: JOE M. CLEARY, general manager and news director of WESB Bradford, Pa., a one-year term representing radio stations of less than 1 kw, eastern district; DANIEL W. KOPS, an incumbent and APRTA president, who is also president of WAVZ New Haven, Conn., and WTRY Troy, N.Y., a four-year term representing radio stations of 1 through 10 kw, eastern district; MATT BONEDRAKE, incumbent, president and general manager of KOCY Oklahoma City, a two-year term representing radio stations of less than 1 kw, southern district; F.O. CARVER, news director of WSJS-AM-FM Winston-Salem, N.C., one year, serving out the unexpired term of Davenport Smith, WBRC Birmingham, resigned, representing stations of 1 through 10 kw, southern district; ROBERT E. SCHMIDT, general manager KAYS Hays, Kan., three years, representing radio stations of less than 1 kw, central district; KEN NYBO, incumbent, general manager of KBMY Billings, Mont., a four-year term representing radio stations of less than 1 kw in western district.

• OTTO EBERT, formerly midwestern manager for J. Arthur Rank Productions, to United Artists Associated, Chicago, as account executive.

Equipment & Engineering

• NOAH DIETRICH, former financial associate of Howard Hughes, EMMETT STEELE, former Litton Industries military sales director, and RICHARD WOIKE, eastern financier, elected directors of Houston Fearless Corp., L.A., manufacturer of film processing systems and precision audio-film equipment.

• ALVIN BARSHOP, district sales manager, promoted to regional sales manager of eastern division of Granco Products Inc., Long Island City, N.Y., manufacturer of fm radios and hi-fi equipment.

• DR. W. CRAWFORD DUNLAP, director of semiconductor research with Raytheon Co., Waltham, Mass., named editor-in-chief of *Solid State Electronics*, new international publication dealing with transistors and other solid-state devices.

• RAYMOND F. WULFE, formerly with Douglas Aircraft Co., Santa Monica, Calif., named director of southwestern engineering division office, Dallas, of Telechrome Manufacturing Co., Amityville, N.Y.

International

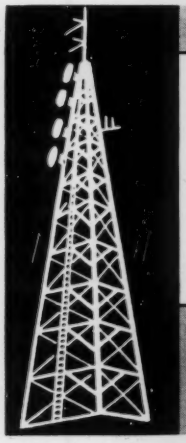
MR. GRIFFIN

• TOWNSEND GRIFFIN, vp and member of plans board at Benton & Bowles, N.Y., named resident director of Lambe & Robinson - Benton & Bowles Ltd., (British subsidiary of B&B), London. He succeeds GEORGE BEAUMONT who moves to Dorland Agency of Paris and Brussels, a B&B affiliate.

• RENE MORRELL named assistant European news bureau chief of Westinghouse Broadcasting Co. with headquarters in London. Mr. Morrell has been feature writer and commentator with NATO Information Service and colonial correspondent with Radiodiffusion Francaise, Paris. WBC plans new bureaus in Paris, Rome and Bonn.

• MARY MORAN, radio-tv timebuyer of MacLaren Adv. Ltd., Toronto, to CFCF Montreal, to head new consumer project.

• ROBERT M. FISK, formerly with ABC Films as manager of film operations, joins Fremantle International, N.Y., as supervisor of Latin American sales.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DAVID JARET CORP.

MORNING CUTBACK

Ontario tv operator protests curb by BBG

The restriction on morning television programming, proposed by Canada's Board of Broadcast Governors (BROADCASTING, Aug. 10), has drawn the fire of at least one private tv operator in the Dominion. He's Bruce McLeod, general manager of CKGN-TV North Bay, Ont., who said that the proposal would drive border viewers to U.S. stations.

Mr. McLeod made his statement following the proposed Canadian regulations which would prohibit morning tv programs except for special purposes. Mr. McLeod claims CKGN-TV pioneered in Canada in morning programs live from its studio, and has now been telecasting 2½ hours daily each morning for a year with high audience rating, sometimes even more than in early evening hours.

He feels that in proposing these regulations the BBG "may well consider themselves the architects of what appears to be the beginnings of a police state in Canada. When any group of government appointees takes it upon itself to decide what Canadians should watch on their tv screens, and at what time of day they are to be permitted to watch at all, then surely the people of Canada have cause for alarm.

"If the proposed ruling on morning television were to become a fact, the BBG would deny tv at this period of the day to many hundreds of thousands of Canadians in so-called 'captive' areas, and would drive millions of other viewers in the more southerly regions of Canada into the arms of American broadcasters and their tv programs."

CKGN-TV has had more than 22 hours weekly of live programming, made possible, McLeod points out, by *Morning Show* earnings.

Toronto to try wire tv

Pay-tv is coming to Etobicocke.

This western section of metropolitan Toronto will put in some 84 miles of pole and ground cable during the next few months, to bring Trans-Canada Telemeter Ltd. entertainment to 5,000 households by mid-winter. A contract has been signed between Bell Telephone Co., which will install the wire, and Famous Players Canadian Corp. Ltd., parent organization of Trans-Canada Telemeter. Executing the deal: J.J. Fitzgibbons, Famous Players president, and W.H. Cruikshank, Bell's Toronto vice president.

A total 13,000 Etobicocke households, and later, say the pay-tv people, perhaps even all of western Toronto, 40,000 households, will get to see "current movies, 'blacked out' sports events, concerts, operas," and other offerings by dropping coins in Telemeter units on their home tv sets. Ch. 5, inactive in Toronto will be used on the sets to bring in any one of three programs offered through the Telemeter units. An additional "barker" channel will inform viewers of program and price information. According to Telemeter, subscribers will pay only for the programs selected and the units attached to sets will record overpayments as well as all programs viewed.

With November scheduled as the starting date for Etobicocke pay-tv, Telemeter is saying that prices to be charged for its products will be in line with what a subscriber would expect to pay for a choice seat in a theatre or a sports arena.

SIGNING FOR PAY

Messrs. Fitzgibbons (l) and Cruikshank

• Abroad in brief

• CJCB-TV Sydney, Nova Scotia, has set target date of Sept. 1 for the start of operations of satellite station CJCB-TV 1 Inverness, N.S. Some 15,000 homes in five Canadian counties will be added to CJCB-TV's coverage, it was predicted. The station's U.S. rep is Weed & Co., New York.

• The Amalgamated Press, England, holding in Southern Tv there has been relinquished following the purchase of Amalgamated by the British *Daily Mirror* group. The Rank Organisation and Associated Newspapers Ltd. have increased their holdings by acquiring one quarter of the 33% holding of Amalgamated. They now jointly own 75% of the approximately $300,000 equity of Southern Tv.

• Austria had 77,257 tv sets registered July 1. This means the total of licensed receivers increased 28,019 the first six months of the year. These figures don't include unregistered tv sets.

• ZVEI, West German electric-electronic industries organization, has 1,300 German manufacturers as members.

• Bernard L. Schubert Inc. New York, has opened offices in Paris, Tokyo, Sydney, Mexico City and Buenos Aires, bringing its number of overseas branches to eight.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

Playing for the premier

Premier Khrushchev is to receive a special album of 25 "typical" American songs, complete with Russian translation of their lyrics, from WNEW New York. Beginning today (Aug. 17) the station is asking listeners to vote by postcard for songs considered most appropriate. Those selected for the "Star Spangled Music" project will also be featured on WNEW during the Soviet dignitary's stay in New York.

'Eyepatch' winner announced

A hometown agency man has won the national advertising contest conducted by KGW-TV Portland, Ore. A three-man judges' panel in Los Angeles, deliberating among entries (unmarked except by number) from all over the country, picked the entry of Homer Groening, head of a Portland agency, to win a new automobile.

The contest was launched by KGW-TV last spring shortly after its affiliation with NBC-TV. In trade publications the station ran a blank page, asking admen to fill in copy keyed to the new KGW-TV affiliation. The contest was titled "Design your own eyepatch."

HOT STUFF!

Woman fashion editor poses as shoplifter and aids police in capture of professional ring.

—The Philadelphia Daily News

Starring PAUL STEWART

ONE OF 39 EXCITING EPISODES!

DISTRIBUTED BY

FLAMINGO TELEFILM SALES, Inc.

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Melon time in radio • The good old summertime is the peak period of the year for radio. Radio Advertising Bureau earlier this month distributed watermelons tied in red bows to New York ad agency presidents to promote the findings of Sindlinger & Co., which showed radio listening surpassed tv viewing for three weeks in July (BROADCASTING, Aug. 10). Pictured are Miles David I), vice president and director of promotion for RAB, and Robert Alter, RAB manager of sales administration, as they stack up the shopping basket for Liz Gardner of the Rice-McHugh model agency.

Also hailing radio's midsummer victory was the Mutual network. Six news broadcasts on Aug. 5 reported the Sindlinger radio-tv story.

In the guests' own tongue

ABC's WBKB (TV) Chicago last week launched an intensive spot campaign in both Spanish and English to promote its upcoming coverage of the third Pan-American games in that city. Special bi-lingual announcements (10, 20 and 60-second) are being aired 30 times daily through Sept. 7 close of the 12-day event. Half of each spot is devoted to a description in Spanish of the many events and the other half to the English translation. WBKB plans 22 hours of coverage, 12 hours live and the rest on video tape and film, starting Aug. 27. NBC's WNBQ (TV) Chicago, has scheduled a special color preview of Pan American festivities on its weekly *American scene* public service series.

On-camera hit for KNTV (TV)

The KNTV (TV) western-style dance show, *Record Hop* received a shot in the arm July 29 and host Frank Darien was on the wrong end of it. Mr. Darien had asked two members of the local Gunslingers Club to appear to crash the show, have a quarrel then shoot it out with blanks.

Things went as planned until the gunslingers drew. At this point the host jumped between the two in mock consternation. The guns went off and a wad from one hit Mr. Darien in the arm. He staggered off-camera but was able to finish the show after a few moments. He later had hospital treatment for powder burns and the slight wound.

Space guaranteed

CBS-TV studios in New York and Hollywood will be invaded by 51 women, one from each of the United States plus Hawaii and the District of Columbia, during the second annual CBS Daytime Televisit week (Sept. 12-19). This year the selected ladies will spend the first part of the week in New York, followed by a jet flight to the West Coast for the final three days. (Only New York was visited last year.) CBS-TV affiliates and coopera-

ting newspapers will choose the tourists on the basis of letters submitted by candidates telling why they want to participate. Those chosen are expected to file daily stories with their local newspapers describing their inside view of CBS-TV.

Day at the races

Some 225 representatives of advertising agencies which bill more than $1 million each were entertained by WROW-WTEN (TV) Albany, N.Y. at the horse races at Saratoga, N.Y. Aug. 6.

The stations provided air transport to and from New York, lunch at the track, and a buffet dinner after the races indoors at the Shaker Ridge Country Club in Albany.

The stations are owned by Capital Cities Television Corp., of which Frank M. Smith is president. This was the fifth annual event of its kind.

WKRC-TV opportunizing

WKRC-TV Cincinnati, Ohio, ran a contest to keep viewers interested while it went off the air to transfer transmitters. Three viewers who submitted the best estimate of how long the station would be dark were given air-conditioners. Despite this promotion more than 3,000 telephone calls were received from people asking why WKRC-TV and WKRC-FM were off the air. (It took 21 hours to switch transmitters.)

Also in the WKRC-TV summer promotion report: The use of a newswagon as a refreshment station at the Cincinnati Grocers Manufacturers Representatives annual outing at a local country club. The wagon was driven on the links and golfers received refreshments, compliments of the station.

A heatwave was used as an excuse to promote a "refreshing" tv schedule. To augment air promotion, girls were stationed downtown with carts full of ice cubes. A hundred of the passersby who accepted a cube from the cart found a dollar bill inside.

'Best' is a seller

Ruth Lyons, hostess of the *50-50 Club* daily on WLW-WLWT (TV) Cincinnati, had to order a quick repressing of the show cast's second record album, "Our Best to You." In one week 25,000 copies of the long-play song disc were exhausted. More copies, including a number in stereo, went into immediate production. Songs performed by *50-50* regulars include standards and three new tunes by Miss Lyons, who also is heard at the organ. The troupe's first album, "Ten Tunes of Christmas," was reported a top holiday seller last year.

Silver apple seeds

How does an advertising agency celebrate 24 years and $100 million in current billings? Leo Burnett Co. of Chicago used its well-known symbol, the apple, to commemorate its 24th anniversary Aug. 5. Each of some 830 employes in Chicago, New York, Hollywood, Detroit and Toronto received an apple-shaped leather purse, which when unzipped spilled out 24 silver dollars. In addition, some 640 employes also took part in Burnett's "Applestakes" contest, competing by answering 24 questions about the agency. First prize of $250 was awarded to Nancy Myers of the Burnett Hollywood office. Among other prize winners (ranking 9 through 12) were personnel in Burnett's broadcasting, tv, film and media departments.

• Drumbeats

• Shark warnings are broadcast by KOMY Watsonville, Calif., to listeners in the Monterey Bay area. Fishing boats and armed services planes have been enlisted to scout the dangerous fish.

• Children of members of the Los Angeles Fire Dept. are heard on KFWB there urging listeners in dry mountain areas to observe fire prevention regulations.

• "Pin your budget onto the big KWFT [Wichita Falls, Tex.] coverage and you nail down nearly 4¾ million people," says a promotion card from the station. The mail piece is stuck through with a six-inch spike.

• KSTT Davenport, Iowa, got in on the act when the circus came to town. Four disc jockies and the station's Girl Friday rode elephants in the circus parade. They carried station banners and gave away all the records that could be transported on five elephants and inside escorting KSTT news cruisers. To qualify for a record, a spectator had to display a sign bearing the call letters, an arrangement promoted on the air before parade time.

• Learning to square dance in wheel chairs had other than obvious problems for a group of handicapped Denver teenagers—until a representative of the "Whirling Wheels" got an interview on KHOW in that city. The youngsters had just organized and needed a place for their meetings and dancing. A representative appeared on the *Kay Howe Show* and the group was offered a location by Mauro Motors after the interview.

• WNTA Newark, N.J., is promoting an addition to its broadcast rig as the "listening man's filter." "LMF" is being touted in hourly announcements. To show what the addition means, WNTA plays 30 seconds of unfiltered music

JUST AROUND THE CORNER
(could be YOUR corner!)
A HAZARD THAT NEVER SLEEPS—
the accusation of
LIBEL—SLANDER
PIRACY—PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Directed at Station, Staff, Speaker, Talent, Sponsor
You can't recapture the WORDS but you CAN INSURE and hold possible Dollar Loss within non-embarrassing limits.
Learn about our UNIQUE EXCESS POLICY which does the job at surprisingly low cost.
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ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
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selection with the filter switch in operation.

• WGMS Washington didn't try to ignore Dog Days this year. What is traditionally a slack season was heralded with a day of special programming as the stations' salesmen sold new canine accounts: kennels and a "dog beauty salon" for French poodles. Special dog music was spelled by barking station breaks and announcements asking canine reaction to the programming. Replies came in from owners of many breeds and some cats too.

• The "New Horizons" community service project of KYW Cleveland is sponsoring all-day bus tours of Ohio landmarks. The first, promoted by station personalities on record shows, was sold out a week before the tour. Four buses carried 200 listeners on this trip, planned as the first of four. For the tours, KYW secured cooperation of the Western Reserve Historical Society and Greyhound Lines. A part of the tour fees is turned over to the society to purchase historical markers.

New record

About 1,000 people and 67 roosters showed up at the WOW Omaha, Neb., "Rooster-Crowing Contest." The idea was to see how many times each bird would crow in a given time. WOW broadcast a crow-by-crow description for three hours. (The winner crowed 22 times in the 10-minute finals.)

• A deep suntan for d.j. Bob Martin of WABY Albany, N.Y., and $3,000 for a local boy's camp resulted from a four-day tour of duty 90 feet aloft on a 7 by 27-ft platform. Mr. Martin had stated his intention to remain perched atop the Westgate Shopping Center sign until his listeners' pledges reached the WABY goal. He broadcast from the platform and received the pledge phone calls himself.

• Don Fedderson Productions, Hollywood, producer of *The Millionaire* tv series, has established the "Millionaire Club," as an "exclusive club of exclusive people—a club dedicated to the better things of life, as befits those who would like to be millionaires." Members, such as tv editors, have received wallet-size membership cards, plus duplicates mounted for framing and hanging on the wall, with letters informing them that initiation fees ($1 million) have been marked "Paid" on the club's books. There are no dues.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

August 6 through August 12. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATIONS

Roswell, N.M.—Roswell Telecasting Co., vhf ch. 10 (192-198 mc); ERP .332 kw vis., .264 kw aur.; ant. height above average terrain 111 ft., above ground 171 ft. Estimated construction cost $36,500, first year operating cost $88,000, revenue $93,000. P.O. address Box 5570, Dallas, Tex. Studio location Roswell, N.M. Trans. location Roswell, N.M. Geographic coordinates 33° 23′ 43″ N. Lat., 104° 31′ 20″ W. Long. Trans. Electron, ant. Prodelin. Legal counsel Electron Corp., Dallas, Tex. Consulting engineer Electron Corp., Dallas, Tex. Sole owner, **William Sam Evans,** is in distributing and real estate. Ann. Aug. 12.

Wausau, Wis.—Wausau Telecasting Co., vhf ch. 9 (186-192 mc); ERP .332 kw vis., .264 kw aur.; ant. height above average terrain 179 ft., above ground 231 ft. Estimated construction cost $32,500, first year operating cost $70,000, revenue $100,000. P.O. address 9729 Shoreview Rd., Dallas 18, Tex. Studio location Wausau, Wis. Trans. location Wausau, Wis. Geographic coordinates 89° 37′ 23″ N. Lat., 44° 57′ 42″ W. Long. Trans. Electron, ant. Prodelin. Legal counsel Electron Corp., Dallas, Tex. Consulting engineer Electron Corp., Dallas, Tex. **John H. Freeman,** sole owner, is in tv equipment and cookware and cutlery. Ann. Aug. 12.

New Am Stations

APPLICATIONS

Quincy, Fla.—Gadsden County Bcstg., Fla., 710 kc. 1 kw. D. P.O. address Box 375, Bainbridge, Ga. Estimated construction cost $25,537, first year operating cost $42,000, revenue $49,000. Principals are **John A. Dowdy** and **Charles W. Dowdy,** each 50%. John Dowdy owns WMGR Bainbridge, Ga., and 50% of WGRO Lake City, Fla. Charles Dowdy is former station owner. Ann. Aug. 7.

Hamilton, Mont.—Bitter Root Bcstg. Co., 980 kc., 1 kw. D. P.O. address Box 388, Hamilton, Mont. Estimated construction cost $14,004, first year operating cost $18,000, revenue $24,000. Principals are **Theodore H. Fullerton,** 25.5%, **Lou Torok,** 16.3%, **Howard L. Hammer,** 11.3%, and others. Mr. Fullerton is in plumbing and heating. Mr. Torok has been sales manager of KCAP Helena, Mont. Mr. Hammer is in equipment. Ann. Aug. 11.

Mount Olive, N.C.—The Mount Olive Bcstg. Co., 1430 kc., 1 kw. D. P.O. address Box 912, Henderson, N.C. Estimated construction cost $8,000, first year operating cost $35,000, revenue $42,000. Principals are **James H. Mayo,** 51%, **Mrs. Lottie S. Weldon,** 49%. Mr. Mayo is chief engineer of WHNC Henderson, N.C. Mrs. Weldon is in farming. Ann. Aug. 11.

Raeford, N.C.—Stanmar Bcstg. Co., 1400 kc., 250 w. P.O. address Box 303, Lumberton, N.C. Estimated construction cost $12,658, first year operating cost $29,000, revenue $36,000. **Al G. Stanley,** sole owner, is 79.08% owner of WATP Marion, S.C., and is manager of WTSB Lumberton, N.C. Ann. Aug. 12.

Georgetown, S.C.—Coast Bcstg. Co., 1470 kc., 500 w. P.O. address Box 454, Vadalia, Ga. Estimated construction cost $17,026, first year operating cost $41,960, revenue $46,000. Sole owner **F.K. Graham** is president and 53.7% owner of WBRO Waynesboro, Ga. Ann. Aug. 12.

Myrtle Beach, S.C.—Grand Strand Bcstg. Corp., 950 kc., 1 kw. D. P.O. address J.M. Soles Jr., Tabor City, N.C. Estimated construction cost $16,230, first year operating cost $28,000, revenue $40,000. Principals are **J.M. Soles Jr.** and **Isadore Kramer,** each 37.5%, and **Harry Hyman,** 25%. Mr. Soles owns 22.5% of WTAB Tabor City, N.C., and 50% of WYMB Manning, S.C. Mr. Kramer owns 22.5% of WTAB and 50% of WYMB. Mr. Hyman is manager of WLSE Wallace, N.C. Ann. Aug. 7.

Norristown, Pa.—High-Fidelity Bcstrs. Corp., 1400 kc., 100 w. P.O. address Potshop Rd., Norristown, Pa. Estimated construction cost $5,864, first year operating cost $25,000, revenue $35,000. Principals are equal owners **Melvin Gollub** and **Fred Gollub,** who also own WIFI (FM) Glenside, Pa. Ann. Aug. 12.

Spokane, Wash.—Paul Crain, 1220 kc., 5 kw. D. P.O. address 2223 Holly Court, Great Falls, Mont. Estimated construction cost $27,400, first year operating cost $73,000, revenue $85,000. Mr. Crain is 50% owner of KQDY Minot, N.D., and KUDI Great Falls, Mont. Ann. Aug. 12.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through August 12

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,335	59	122	697
FM	585	45	160	69
TV	46[1]	53	103	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through August 12

	VHF	UHF	TOTAL
Commercial	441	80	521[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1959

	AM	FM	TV
Licensed (all on air)	3,328	578	466[1]
CPs on air (new stations)	49	44	52[2]
CPs not on air (new stations)	123	147	101
Total authorized stations	3,500	769	667
Applications for new stations (not in hearing)	516	49	51
Applications for new stations (in hearing)	163	22	63
Total applications for new stations	679	71	114
Applications for major changes (not in hearing)	649	41	38
Applications for major changes (in hearing)	57	2	19
Total applications for major changes	706	43	57
Licenses deleted	0	1	0
CPs deleted	0	3	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Existing Am Stations

APPLICATIONS

KACY Port Hueneme, Calif.—Cp to increase power from 250 w, unl. to 1 kw., 5 kw—LS, change from DA-1 to DA-2 and install new trans. Ann. Aug. 7.

KHOE Truckee, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 12.

WIVY Jacksonville, Fla.—Cp to change frequency from 1050 kc to 1080 kc, change hours of operation from D to unl., using power of 1 kw N and D, change ant.-trans. location, install DA-D and N (DA-1) and new ground system. Ann. Aug. 12.

WLIZ Lake Worth, Fla.—Cp to increase power from 500 w to 1 kw and make changes in transmitting equipment. Ann. Aug. 6.

WAME Miami, Fla.—Cp to change hours of operation from D to unl., using power of 5 kw, N and D, change ant-trans. and studio location and make changes in DA system and ground system. Ann. Aug. 12.

WTMT Louisville, Ky.—Cp to change hours of operation from D to Unl., using power of 500 w, 1 kw—LS (increase) and employing DA-N and D (DA-2) and install new trans. Ann. Aug. 11.

WTVL Waterville, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 7.

WMBN Petoskey, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Sec. 3.28 [c] of Rules). Ann. Aug. 6.

WENC Whiteville, N.C.—Cp to increase power from 1 kw to 5 kw and install new trans. Ann. Aug. 12.

WJVW North Augusta, S.C.—Mod. of cp (which authorized new standard broadcast station) to change ant.-trans. and studio location, make changes in ant. system (increase height) and ground systems, install new trans. and change station location to Langley-Bath, S.C. Ann. Aug. 6.

KGBC Galveston, Tex.—Cp to change ant.-trans. and studio locations, install new ant. and ground systems and install new trans. Ann. Aug. 6.

New Fm Stations

APPLICATIONS

Phoenix, Ariz.—KOY Bcstg. Co., 96.9 mc., 27.4 kw. P.O. address John L. Hogg, Box 2671, Phoenix, Ariz. Estimated construction cost $24,578, first year operating cost $24,000, revenue $30,000. Principals are **George R. Cook, Glenn Snyder, John L. Hogg, John R. Williams**, each 25%. KOY Bcstg. Co. is licensee of KOY Phoenix. Ann. July 30.

Phoenix, Ariz.—Meredith Engineering Co., 96.9 mc., 58.1 mc. P.O. address Richard B. Rawls, 613 North First Ave., Phoenix, Ariz. Estimated construction cost $29,046, first year operating cost $22,000, revenue $24,000. Other **Meredith Stations** (owned by **Meredith Publishing Co.**) are **KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N.Y.; KRMG Tulsa, Okla.** Ann. Aug. 6.

Anderson, Ind.—Civic Bcstg. Corp., 97.9 mc., 61 kw. P.O. address Loren F. Bridges, 2000 State Rd., 67 West, Anderson, Ind. Estimated construction cost $5,500, first year operating cost $12,000, revenue $18,000. **Civic Bcstg. Corp.** owns **WCBC Anderson.** Ann. Aug. 6.

Detroit, Mich.—Richard E. Burris, 99.5 mc., 36.4 kw. P.O. address 10075 Vernon, Huntington Woods, Mich. Estimated construction cost $22,758, first year operating cost $28,850, revenue $39,728. Sole owner, **Mr. Burris** has been salesman for WLDM-FM Detroit. Ann. Aug. 12.

Rochester, N.Y.—WBBF Inc., 96.5 mc., 23.7 kw. P.O. address 339 East Ave., Rochester 4, N.Y. Estimated construction cost $35,000, first year operating cost $40,000, revenue $40,000. WBBF Inc. is licensee of **Star Bcstg. Station** WBBF Rochester. Other Star Stations: WGVA Geneva, WTLB Utica and WCBF-TV Rochester, all New York. **Maurice R. Forman**, 71.59%, and others are owners. Ann. Aug. 11.

Existing Fm Stations

APPLICATION

WSOY-FM Decatur, Ill.—Cp to change frequency to 102.9 mc., ch. 275. Ann. Aug. 12.

Ownership Changes

APPLICATIONS

WSFA-TV Montgomery, Ala.—Seeks assignment of license from **WKY Television System** to **The Broadcasting Co. of the South** for $2,250,000. The Broadcasting Co. of the South is licensee of WIS-AM-TV Columbia, S.C. and WIST Charlotte, N.C. Ann. Aug. 7.

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KLFM (FM) Long Beach, Calif.—Seeks assignment of license from **Ted Bolnick & Walter Gelb** d/b as **Long Beach Fm Bcstg. Co.** to **Harriscope Inc.** for $7,600. Harriscope Inc., (**Burt I. Harris**, president) owns KTWO-TV Casper and KTWX-TV Sheridan, both Wyoming. Ann. Aug. 6.

WSPB Sarasota, Fla.—Seeks assignment of license from **WSPB Inc.** to **WSPB Bcstg. Inc.** Corporate change. No control change. Ann. Aug. 12.

KOOD Honolulu, Hawaii—Seeks transfer of control of permittee corp. **Ala Moana Bcstg. Co.** from **Robert H. Pearson** and **Mary K. Wong** to **Hawaiian Pacific Co. Inc.** for $63,000. Hawaiian Pacific Co. Inc is owned by **Maurice J. Sullivan, 36.4%, Alister W. Macdonald** and **John E. Porter**, each 11.3%, and others. Messrs. Sullivan, Macdonald and Porter have various business interests. Ann. Aug. 12.

WSEL (FM) Chicago, Ill.—Seeks assignment of license and cp from **Francis J. Curtis**, receiver in bankruptcy, to **State-Wide Bcstg. Corp.** in merger agreement including $50,000 attributed to good will of station. State-Wide Bcstg. is owned **Maurice H. Kamm** and **Harold J. Kamm** and others. Messrs. Kamm and Kamm are attorneys and have various business interests. Ann. Aug. 11.

WILO Frankfort, Ind.—Seeks assignment of 12.5% of license to **Vernon J. Wilson** for $5,000. Other owners remain **Stephen P. Bellinger, 25%, Charles Vandever, 25%**, and others. Ann. Aug. 7.

KBCL-AM-FM Shreveport, La.—Seeks acquisition of negative control of licensee corp. **Good Music Inc.** by **Crawford Godfrey** and **Alvin Childs** (now each 48%) through sale of stock to corp. by **John J. Buckley** (4%) for $200 and re-issuance to Messrs. Godfrey and Childs equally. Ann. Aug. 11.

WKIK Leonardtown, Md.—Seeks acquisition of positive control of **Southern Maryland Bcstrs. Inc.** by **James L. Bittner** (present 50% owner) through purchase of 50% stock from **William C. Redd** for $12,500. Ann. Aug. 6.

WKLK Cloquet, Minn.—Seeks transfer of control of licensee corp., **Cloquet Bcstg. Co.** from **Parker Childs, Walter F. Stock** and **Frank Benkoski** to **Harry Newby** who will own 88%. Ann. Aug. 12.

KBMI Henderson, Nev.—Seeks assignment of license from **Maxwell E. Richmond** to **1400 Corp.**, wholly owned by Mr. Richmond. Corporate change. No control change. Ann. Aug. 6.

WRRC Cherry Valley Township, WRRD DeRuyter Township, WRRA Newfield Township, WRRE South Bristol Township and WRRL Wethersfield Township, all New York—Seeks transfer of control of SCA and licensee corp. (**Northeast Radio Corp.**) from **Cooperative Grange League Federation Exchange Inc.** to **Ivy Bcstg. Co.** for cash payment of $438,000 plus other arrangements. Ivy Bcstg. is owned by **Ellis E. Erdman** and **James J. Clynes Jr.**, each 25%, **Janis B. Abbott** and **Pauline B. Treman**, each 24%, and others. Mr. Erdman owns 52% of WTKO Ithaca, 25% of WOLF Syracuse, and 15% of WACK Newark, all New York. Mr. Clynes owns 25% of WOLF and 16% of WTKO. Janice Abbott owns 8% of WTKO and 24% of WOLF. Pauline Treman owns 15% of WTKO and 24% of WOLF. Ann. Aug. 12.

KSPI-AM-FM Stillwater, Okla.—Seeks transfer of control of licensee corp. from **J.R. Bellatti, L.F. Bellatti, R.M. Bellatti** and **Mrs. Edith H. Bellatti**, trustees of estate of **C.R. Bellatti**, deceased, to same individuals as family group. Corporate change. No control change. Ann. Aug. 10.

KSLM Salem, Ore.—Seeks involuntary transfer of control of licensee corp., **Oregon Radio Inc.**, from **Glenn E. McCormick** to **Lou C. McCormick**, executrix of estate of Glenn E. McCormick, deceased. Ann. Aug. 6.

WJAY Mullins, S.C.—Seeks transfer of control of licensee corp., **Mullins and Marion Bcstg. Co.** from **Maymie T. Smith**, as executrix of estate of **William G. Smith**, deceased, to Maymie T. Smith. Corporate change. No control change. Ann. Aug. 7.

WFLI Lookout Mountain, Tenn.—Seeks assignment of cp from **Cyril G. Brennan, T. Julian Skinner, James G. Stelzenmuller Jr.** and **Iralee W. Benns**, d/b as **Lookout Bcstrs.** to **WFLI Inc.** Corporate change. No control change. Ann. Aug. 11.

WWSR St. Albans, Vt.—Seeks assignment of license from **Vermont Radio Corp.** to **Robert I. Kimel** and **Bessie W. Grad** each 50% for $45,000. Mr. Kimel has own ad firm. Bessie Grad is in ladies' clothing. Ann. Aug. 11.

KOQT Bellingham, Wash.—Seeks assignment of cp from **Willis R. Harpel** and **Stephen C. Wray** d/b as **Bellingham Bcstg. Co.** to **A.V. Bamford** for $4,400. Mr. Bamford is one-third owner of KHEY El Paso, Tex., 25% owner of KXXI Golden, Colo., and 50% owner of KEOK Payette, Idaho. Ann. Aug. 11.

WCOM Parkersburg, W.Va.—Seeks assignment of license from **Valley Bcstrs. Inc.** to **The Zanesville Publishing Co.** for $62,500. The Zanesville Publishing Co. is owned by **Clay Littick**, 87.5%, and others. The Zanesville Publishing Co. owns 63% of WHIZ-TV Zanesville, Ohio and 60% of WHIZ same city, and is licensee of WTAP (TV) Parkersburg, W. Va., and of WHRV Ann Arbor, Mich. Ann. Aug. 7.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner J.D. Bond issued initial decision looking toward granting application of Capital Cities Television Corp. for new tv station to operate on ch. 10 in Vail Mills, N.Y., and denying competing application of Veterans Bcstg. Co. Inc. Ann. Aug. 11.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Nick J. Chaconas for new am station to operate on 1150 kc, 1 kw-D, 500 w-N, DA, in Gaithersburg, Md., and denying mutually exclusive applications of Tri-County Bcstg. Co., Laurel, Md., and TCA Bcstg. Corp. (5 kw-D, 500 w-N), College Park, Md. Ann. Aug. 12.

OTHER ACTIONS

Commission, by Board composed of Comr. Robert Lee, took following action on Aug. 5:

WHLM Bloomsburg, Pa.—Designated for hearing application to increase power from 500 w to 1 kw, continuing unlimited time operation on 550 kc, DA-2; made WFIL Philadelphia, Pa., and WSVA Harrisonburg, Va., parties to proceeding. Ann. Aug. 6.

Commission, by board composed of Comrs. Robert Lee and Fred Ford, took following action on Aug. 11:

By order, Commission enlarged issues in proceeding on am applications of Watertown Radio Inc. (WTTN) Watertown, Wis., North Shore Bcstg. Co. Inc., Wauwatosa, Wis., and Suburbanaire Inc., West Allis, Wis., involving use of 1580 and 1590 kc. Ann. Aug. 11.

Routine Roundup

BROADCAST ACTIONS
By Broadcast Bureau

Actions of Aug. 7

KSLM Salem, Ore.—Granted involuntary transfer of control from Glenn E. McCormick to Lou C. McCormick, executrix of estate of Glenn E. McCormick, deceased.

WBBW-FM Youngstown, Ohio—Granted license for fm station; ERP 17.5 kw.

WJHL-FM Johnson City, Tenn.—Granted license covering increase in ERP and ant. height and change of ant.-trans. location; ERP 9.6 kw, ant. 1400 ft.

***KPCS (FM) Pasadena, Calif.**—Granted license covering change in ERP and ant. height and installation new ant.

***KDPS (FM) Des Moines, Iowa**—Granted license covering increase in ERP and ant. height and installation new ant.; ERP 5.2 kw.

K75AJ Seaside, Ore.—Granted cp to change ERP to 498 w, transmitting ant. and other equipment changes of tv translator station.

WTAW College Station, Texas—Granted cp to change trans. location, studio location, delete remote control and install new trans.

WENR-FM Chicago, Ill.—Granted cp to increase ERP to 27 kw, install new trans. and new ant.

KMGM Albuquerque, N. Mex.—Granted mod. of cp to change studio location and new type trans.

WMPO Middleport-Pomeroy, Ohio—Granted mod. of cp to change ant.-trans. location, studio location, type trans. and make changes in ant. and ground systems.

WFAR Farrell, Pa.—Granted mod. of cp to change daytime ant.-trans. location, install new daytime trans. and change type trans.; remote control permitted while using non-directional ant.; conditions.

KWIL Albany, Ore.—Granted authority to sign-off each evening at 6:35 p.m. except for special events when station may operate up to licensed sign-off time for period ending Oct. 31.

KXAR Hope, Ark.—Granted extension of authority to operate specified hours for period ending Oct. 7.

KCYL Lampasas, Texas—Granted authority to operate from sign-on 5 a.m. to sign-off at 7 p.m. for period ending Oct. 15.

KBMI Henderson, Nev.—Granted extension of authority to remain silent for period ending Sept. 15.

KQIK Lakeview, Ore.—Granted extension of authority to sign off at 7 p.m. for period ending Oct. 31.

Following stations were granted extension of completion date as shown. WMOZ Mobile, Ala. to Nov. 2; KCBM (FM) Kansas City, Kans. to Nov. 20.

Actions of August 6

WCLB Camilla, Ga.—Granted assignment of license to Capel Bcstg. Co. Inc.

Granted licenses for following fm stations: KFJZ-FM Fort Worth, Texas; WDJR Oil City, Pa., ERP 2.92 kw; WHYL-FM Carlisle, Pa., ERP 714 w.

***WSCB Springfield, Mass.**—Granted license for noncommercial educational fm station.

KHOF (FM) Los Angeles, Calif.—Granted license covering increase in ERP, change ant. height, replacement of ant. and installation new trans.; ERP 100 kw, ant. 240 ft.; remote control permitted.

WSTP-FM Salisbury, N.C.—Granted license covering installation new trans. and increase ERP to 15 kw.

WERE-FM Cleveland, Ohio—Granted license covering changes in transmitting equipment.

WLOG-FM Logan, W.Va.—Granted authority to remain silent for additional 60 days.

WSUI Iowa City, Iowa—Granted authority to reduce hours of operation from unlimited time to 6 hours daily for period beginning Aug. 10 through Sept. 26.

WPLY Sheboygan, Wis.—Granted auhority to sign-off daily at 6 p.m. for period ending Sept. 30.

Actions of August 5

WAAG Adel, Ga.—Granted assignment of license to Cook County Bcstg. Co., Inc.

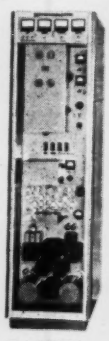
KURL Billings, Mont.—Granted mod. of cp to install new trans.

KITH (FM) Phoenix, Ariz.—Granted mod. of cp to change studio location and remote control point location and install new trans.; condition.

Actions of August 4

KICU (TV) Bakersfield, Calif.—Granted assignment of cp d/b under same name.

Granted licenses for following fm stations: KBFM (FM) Lubbock, Texas; KGAF-FM Gainesville, Texas, KGNC-FM Amarillo, Texas.



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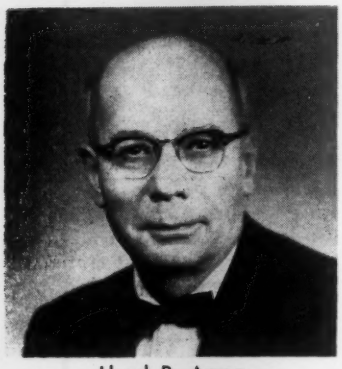

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KCRN Crane, Texas—Granted license for am station.

KINT El Paso, Texas—Granted license for am station and specify studio location; condition.

KRKH-FM Lubbock, Texas—Granted mod. of SCA to install new equipment.

WAPO Chattanooga, Tenn.—Granted authority to operate auxiliary trans. by remote control while using nondirectional ant.

WCKR-FM Miami, Fla.—Granted extension of authority to remain silent for period ending Nov. 2.

Actions of August 3

WRAG Carrollton, Ala.—Granted relinquishment of negative control by each R.E. and Mrs. A.J. Hook (as family group) and W.E. and Alza Farrar (as family group) through sale of stock to W.S. Bridges.

KWOS Jefferson City, Mo.—Granted involuntary transfer of control from L.R. Goshorn, and R.L. Rose, trustees of estate of R.C. Goshorn, deceased, to R.L. Rose, trustee of estate of R.C. Goshorn, deceased.

Action of July 30

WGH-FM Newport News, Va.—Granted mod. of SCA to change frequency from 30 kc to 32.5 kc and 67 kc sub-carrier and change equipment.

ACTIONS ON MOTIONS

By Comr. Robert E. Lee on August 5

Granted petition by Times and News Pub. Co. (WGET) Gettysburg, Pa., for extension of time to Aug. 10 to file replies to exceptions in proceeding on its am application and those of Monocacy Bcstg. Co., and Price Bcstrs., Inc., Gettysburg and Frederick, Md.

By Hearing Examiner Jay A. Kayle on dates shown

Upon verbal request of counsel for Jeannette Bcstg. Co. and with concurrence of all other counsel in proceeding on its application and that of Carnegie Bcstg. Co. for am facilities in Jeannette and Carnegie, Pa., replies to proposed findings of fact and conclusions may be filed on or before Aug. 24. Action Aug. 4.

Pursuant to July 30 hearing, ordered that proposed findings of fact and conclusions, along with memorandum of law, shall be filed on or before Sept. 30 and replies on or before Oct. 12, and closed record in proceeding on applications of Walter G. Allen and Marshall County Bcstg. Co., Inc., for am facilities in Huntsville and Arab, Ala. Action Aug. 4.

Pursuant to verbal request on behalf of both Douglas H. McDonald, trustee, (WTVW), and Broadcast Bureau, scheduled resumption of hearing on Oct. 14 which will continue for indefinite period of time in proceeding on order directing McDonald to show cause why authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Aug. 4.

Continued without date hearing scheduled for Sept. 28, and motion for extension granted by memorandum opinion and order of July 20, effective until July 29, shall remain in effect until further order in proceeding on applications of Chronicle Pub. Co. (KRON-TV) and American Bcstg.-Paramount Theatres, Inc. (KGO-TV) both San Francisco, California. Action Aug. 5.

Granted request by Broadcast Bureau for leave to file additional pleading and accepted supplement to proposed findings of fact and conclusions in proceeding on applications of WJPB-TV Inc., and Telecasting Inc., for new tv stations to operate on ch. 5 in Weston, W.Va. Action Aug. 5.

By Hearing Examiner Charles J. Frederick on August 3

Granted petition by Kenneth G. and Misha S. Prather for leave to amend their application for am facilities in Boulder, Colo., to specify DA, and returned application to processing line.

By Hearing Examiner H. Gifford Irion on August 4

Granted petition by Continental Bcstg. Corp. (WHOA) San Juan, P.R., for leave to amend its am application to show change of ownership in proceeding on its application and that of Jose R. Madrazo for am facilities in Guynablo, P.R.

By Hearing Examiner Herbert Sharfman on August 4

Scheduled prehearing conference for Sept. 9 in proceeding on application of Video Independent Theatres, Inc. (KVIT) Santa Fe, N.Mex., for mod. of cp.

By FCC

Commission on Aug. 6 granted request by Transcontinent Television Corp. (WROC-TV ch. 5) Rochester, N.Y., for extension of time from Aug. 24 to Sept. 8 to file oppositions to petition by Woodward Bcstg. (WTOH-TV ch. 79) Toledo, Ohio, for rulemaking proceedings on a proposal involving Toledo and Cleveland, Ohio, and Erie, Pa.

By Chief Hearing Examiner James D. Cunningham on August

Affirmed Aug. 3 action granting leave to intervene to Seward County Bcstg. Co., Inc. (KSCB) Liberal, Kans., in proceeding on application of The Dodge City Bcstg. Co., Inc., for new am station in Liberal.

By Hearing Examiner Jay A. Kyle on dates shown

Scheduled prehearing conference for Sept. 25 in proceeding on application of WPGC, Inc. (WPGC) Morningside, Md., for modification of license. Action Aug. 5.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled hearings in following proceedings on dates shown: **Oct. 26:** am applications of WJIV Inc. (WJIV) Savannah, Ga., et al. Suburban Bcstg. Co. Inc., and Camden Bcstg. Co., for new fm stations in Mount Kisco, N.Y., and Newark, N.J.; **Oct. 29:** am applications of Southeast Mississippi Bcstg. (WSJC) Magee, and Jeff Davis Bcstg. Service, Prentiss, both Miss.; Garden City Bcstg. Co. (WAUG) Augusta, Ga., et al. **Oct. 30:** fm applications of Newhall Bcstg. Co. Newhall, Calif., et al.; **Nov. 9:** am application of Bloom Radio (WHLM) Bloomsburg, Pa. Action Aug. 10.

Granted request by Seaside Bcstg. Co. (KSRG) Seaside, Ore., to extent that it seeks dismissal of its am application; dismissed application with prejudice. Action Aug. 7.

By Hearing Examiner Jay A. Kyle on August 7

Scheduled hearing for Sept. 2 in proceeding on applications of Sheffield Bcstg. Co. and J.B. Falt, Jr., for new am stations in Sheffield, Ala.

By Hearing Examiner Charles J. Frederick on August 10

Upon advice and consent of parties, reopened hearing record and scheduled oral argument for Sept. 8 in proceeding on applications of Newark Bcstg. Corp. and Loew's Theatres Bcstg. Corp., for new fm stations in Newark, N.J., and New York, N.Y.

Denied motion by John W. Davis (KPDQ) Portland, Ore., protestant in proceeding on application for consent to assignment of licenses of am station KPAM and fm station KPFM Portland, Ore., for thirty-day continuance of hearing.

By Hearing Examiner Annie Neal Huntting On August 7

Granted request by Miners Bcstg. Service Inc., for extension of time from Aug. 10 to Aug. 17 to file replies to proposed findings of fact and conclusions of law by Broadcast Bureau in proceeding on Miner's application and that of Valley Bcstg. Co. for new am stations in Lehighton and Kingston, Pa.

By Hearing Examiner Basil P. Cooper on August 7

Scheduled prehearing conference for Sept. 15 in proceeding on am applications of Island Teleradio Service Inc., Charlotte Amalie, St. Thomas, V.I., and WPRA Inc. (WPRA) Guaynabo, P.R.

Scheduled prehearing conference for Sept. 14 in proceeding on applications of W.H. Hansen and Grabet Inc., Radio Enterprises, for new am stations in Tucson, Ariz.

From the SEC record:

The following stock transactions by officers and directors of companies in radio-tv and allied fields have been reported by the Securities & Exchange Commission. Sales, reported to SEC between June 11 and July 10, involved common stock unless otherwise indicated.

Admiral Corp. — James R. Oberly purchased 1,000 shares, giving him 1,024 total.

Allied Artists Pictures—Albert Zugsmith acquired 3,000 shares, giving him 93,800; Roger W. Hurlock acquired 500 shares for 18,100 total.

American Broadcasting - Paramount Theatres Inc.—E. Chester Gersten increased holdings to 1,000 shares by purchasing 500.

Continued on page 109

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum*
- HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising requires display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Immediate opening general manager for established, expanding North Carolina full-timer. Need full charge operator with minimum five years management experience in medium size market. Box 189P BROADCASTING.

If your station is available for sale, but you don't have the funds to swing deal by yourself, I will be willing to back you and arrange for you to become part owner as well as to retain your present management position. You'll run the operation day by day. I am an experienced broadcaster and was once in your position. I will not live in your city but will be available for consultation and advice. Here's your chance to protect your position and to begin building an equity for yourself. All correspondence and negotiations will be confidential. Write to me: Box 230P, BROADCASTING.

Good opening for manager small station. If you are doing well now, running a small station, but want share of profits, write to Tams Bixby, III, P.O. Box #1512, Muskogee, Oklahoma. Do not write unless you have a good record and good references.

Sales

Immediate opening for experienced radio salesman in mid-west city—50,000 population. Good commission with guarantee. Box 995M, BROADCASTING.

We are looking for a young man with some experience in radio-tv sales or sales promotion. Some local sales work, plus local contact on national accounts and handle sales promotion-merchandising. Excellent deal with well-known company. Write Box 206P, BROADCASTING.

Southwest adult music station wants announcer-salesman combination. Ten hours weekly on air then selling. Using five announcers daily. Present combo man averaging $800 monthly. Send tape, resume and picture to Box 214P, BROADCASTING. You must be experienced and available for personal interview. Our employees know of this advertisement. Box 214P, BROADCASTING.

Top independent in large southeast city. Want experienced, intelligent salesman, who wants to make money and is willing to work for it. If you are aggressive, industrious, stable, and ambitious, we have a place for you. All inquiries held in strict confidence. Send photo, resume to Box 207P, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Colorado independent has immediate opening for good salesman with experience. Good opportunity. Write Ralph Green, Manager, KFKA, Greeley, Colorado.

Salesman. WTKO, Ithaca, New York. Top rated area station in recession-proof college town. Pleasant living. Send resume to WTKO, Ithaca, New York.

Experienced sales manager, as well as salesmen needed to fill vacancies in fastest growing group of stations in the east. Plenty of opportunities for advancement. Send resume with full particulars to Gustave Nathan, General Manager, Herald Tribune Radio Network, 595 Madison Avenue, New York, New York.

Announcers

Daytime independent has announcer opening. Send resume, tape, photograph, references to Box 606, Show Low, Arizona.

Help Wanted—(Cont'd)

Announcers

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

St. Louis daytimer needs two easy-to-listen-to announcers! Middle of the road programming (no top 40—no high pressure screamers). Excellent permanent opportunity for sober reliable parties. Send audition tape, salary requirements and full resume! Address Box 169P, BROADCASTING.

Fast pace, modern disc jockey for formula operation in top hundred market. Also ambitious newsman with gathering and broadcasting experience. Send tape, resume, references, picture and salary requirements. Box 198P, BROADCASTING.

Experienced combination c&w disc jockey and time salesman. Approximately 20 hours mike work weekly. Hottest 5000 watt full time western facility in southwest. Excellent starting salary commensurate ability for air personality and 15% on sales with no limit on earnings. Don't apply unless you are capable and desire to earn $7,000.00 to $10,000.00 yearly. Fall season is ripe for big pickings. Send tape and resume to Smokey Jose Barnes, Manager, KAMQ, P.O. Drawer 2828, Amarillo, Texas.

Experienced, livewire announcer desiring sales opportunity for more earnings. Personal interview required. KBUD, Athens, Texas.

Announcer-engineer, first phone, little maintenance, security, excellent operation, pay; tape—KCOW Radio, Alliance, Nebraska, now.

Immediate opening for announcer with first class ticket. Salary depends on ability. 40 hours, no maintenance. Send tape and resume to Ralph Green, KFKA, Greeley, Colorado.

First class phone beginner, limited maintenance, limited announcing. Two weeks paid vacation, insurance plan, other benefits. Start $85.00. Phone 3451, Mr. Jae, KHMO, Hannibal, Mo.

Personable announcer-operator who really likes radio, people, small city. Send full information about yourself and audition tape to R.B. Cupp, Owner, KOFO, Ottawa, Kansas.

Wanted immediately, a play-by-play sportscaster. Prefer experience in college sports. Send tape, photo, and complete resume and background to Ric Webb, KOPR, Finlen Hotel, Butte, Montana.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Experienced announcer, news man. Job opens September 1. Send tape and resume. Salary open. Must have good credit references. Write to Gordon Rockett, Box 791, KUSH, Cushing, Oklahoma.

Announcer: Must have experience. Own car. Send tape, resume, plus at least three credit and personal references to Ray Saadi, KTIB, Thibodaux, La.

Help Wanted—(Cont'd)

Announcers

Combo-staff announcer with first class ticket. No maintenance. Contact G.C. Packard, KTRC, Santa Fe, New Mexico.

Wanted: A good solid announcer for central Pennsylvania daytimer. We will pay a worthwhile salary to the right applicant. Contact George Mastrian, WCPA, Clearfield, Penna.

Announcer-copywriter with some experience for small, progressive station 80 miles from New York City. Write Manager, WDLC, Port Jervis, N.Y.

WFRL Freeport, Illinois, needs good staff man for immediate opening. 48 hour week with 40 hours straight time, 8 hours guaranteed overtime. No dj's, strictly local service programming requiring good reading. Longtime quiet music format. Call or write Bud Walters, Program Director.

Immediate opening experienced "personality" dj. Send air check, photo, complete background Bill Frosch, WISH, Indianapolis.

Radio station needs announcer and announcer-copywriter. This is a progressive Michigan 5 kilowatter. State age, salary, qualifications. Enclose tape and picture. Only adult prestige programming. WJBL, P.O. Box 808, Holland, Michigan.

Top dj with 1st phone wanted for top rated music and news operation near resort area. Salary dependent upon experience and ability. Send tape and resume to Program Director, WKYB, Paducah, Ky.

Morning man for Boston. Tape, resume, salary expected. PD, WMEX, Boston 15, Mass.

Mature voice. FM programming 100,000 watts of power. WSOM, Salem, Ohio. Send tape, resume, or arrange personal interview.

We are looking for bright, lively announcer with talent. Ours is 1000 watt independent station, modern radio format, in college town of 20,000. Send tape and resume to WSPT, Stevens Point, Wisconsin.

Need 2: (1) dj/sports for fast-paced am format. (2) 1st phoner for fm announcing, some maintenance. Growing chain. WTKO, Ithaca, New York. Full details.

Needed: Complete staff for new station opening soon, Conneaut, Ohio. Combo men, announcers, salesmen, copy, send resume: Lou Skelly, 3808 Chaucer Lane, Youngstown, Ohio.

Wanted, network quality newscaster. Relocate Stuart, Florida. Position available immediately. Furnish particulars. Call, write, or wire. Also need experienced, top radio salesman to sell news service to radio stations. Sunshine Radio Network, Box 1618. Call Atlantic 7-2552, Stuart, Florida.

Technical

Chief engineer-announcer-production man. Want to live on Florida's beautiful gulf coast where blue skies and blue waters are always warm? Area's most progressive station needs tip-top man. $85 per week to start. Send background and tape to Box 985M, BROADCASTING.

Engineer for combination engineering-announcing at progressive central Pennsylvania 1000 watt day-timer. Immediate opening. Send resume, references, tape and salary expected to Box 987M, BROADCASTING.

5 kw station in New England looking for engineer-announcer. Send resume, references, salary expected and sample tape, immediately. Box 115P, BROADCASTING.

Help Wanted—(Cont'd)

Technical

First class engineer-announcer. Good salary, ideal working conditions for good man. No characters, just good average man. Must be above average announcer. J.B. Delzell, Radio Station WGTN, Georgetown, S.C.

Experienced first-class engineer for daytime kilowatt; mostly maintenance and a little light board work; phone Magnolia, Ark. CE 4-5862, Bill Bigley, General Manager.

Transmitter engineer, interest in maintenance and construction desirable. Excellent opportunities for advancement in group operation. Contact Personnel Director, Rollins Broadcasting-Telecasting, 414 French Street, Wilmington, Delaware.

Production-Programming, Others

Art director for large southern market radio-tv operation. Must be sharp, fresh and creative. Principal duties — preparation of commercial slides and sales promotion pieces. Salary open. Send resume, sample material and photo to: Box 106P, BROADCASTING.

Continuity gal: Experienced girl for traffic, continuity, general office work—not afraid of work! $100.00 to start. New am station in St. Louis. Address Box 170P, BROADCASTING.

Newsman—Presently news director. Gather, write and air news. Excellent references. Married, children. Looking for good newsworthy station. Box 212P, BROADCASTING.

Top forty man presently in Buffalo. Available August 23. Box 216P, BROADCASTING.

Good music expert desires program position. Author, recent good music manual for d-js now used by two state broadcasters' associations. Co-author, music appreciation text published by leading firm. Ten years experience, music appreciation instructor, state university. Musical taste surveys done with 1500 students. D-j, good music show, 2 years. Extensive background, professional musician (symphony, dance band, nite club). Versatile: editor, college annual; skipper, USNR, WWII, at 22; excellent record as symphony orchestra manager. Top references from local executives. Successful public speaker. Good voice. Mature family man, 36. Sights set on management. Box 219P, BROADCASTING.

Mobile news opportunity. Two man department in aggressive news-music daytimer. Two-way radio plus police monitors in classy mobile unit. You'll work five hours per day strictly mobile news, two hours as dj. Interesting, stimulating smaller market between Chicago and Cincinnati. Station well staffed and equipped. Send tape of dj work and news plus photo and resume. Box 226P, BROADCASTING.

Progressive midwest station looking for experienced newsman who can gather, write and present news, use mobile unit. Good salary for man looking for permanency. Send tape, resume, photo. Box 227P, BROADCASTING.

Immediately, top production man $500 to start, must know tight top 40 operation. Send tape and resume to Jim Brady, KIFI, Idaho Falls. No collect calls accepted.

News. Excellent opportunity aggressive, experienced newscaster, reporter, and editor. Number one rated station, with live twenty-four hour news operation. Confidential. Send full information, when available, salary expected, small photo, and audition tape to Robert Wylie, P.D., WAKR, Akron 20, Ohio.

Wanted. Experienced newsman for radio-tv operations in nation's 30th market. Must be capable air man and writer experienced in gathering news by leg work and telephone. Send resume, tape and picture to Tom Frawley, WHIO, Dayton, Ohio.

Traffic girl for heavily commercial independent. Needed by end of August. Rush resume, qualifications and salary expected, WING, Dayton, O.

Deep-digging, hard-hitting news editor for top market good music operation. Must know New England, be liberal, but balanced, have editorial ability. Some board work, announcing. WCRB, Boston 54. TW 3-7080.

Help Wanted—(Cont'd)

Production—Programming, Others

Immediate opening junior copywriter, girl preferred. Send sample copy, photo, background Bill Frosch, WISH, Indianapolis.

Program director, proven record in metropolitan market, 27, single, six years experience, production minded, ideas, workhorse with ambition, play-by-play football and pro baseball, re-creation and live. Ownership and format change forces move. Call . . . don't write! Bob Smith, JAckson 7-4422 or BRoadway 8-1750, Memphis, Tennessee.

RADIO

Situations Wanted—Management

General/sales manager, successful in present position, seeks greater challenge and opportunity in medium market. Box 999M, BROADCASTING.

Sales manager making change on this condition: Give me general management within six months or can me. Box 157P. BROADCASTING.

Manager or sales manager. Experienced producer. Interested only in California openings. Top man. Box 185P, BROADCASTING.

Will manage your station. Would start as assistant if necessary. Box 195P, BROADCASTING.

Manager or commercial manager. Nine years radio experience as: Announcer, commercial manager, program director, and manager. 3 years college, age 31. Work by results not by hours. Box 197P, BROADCASTING.

Impeccable references 17 years (1½ sales) broadcasting; authenticated ability, aggressiveness. General manager: assistant; sales. Marginal operation needing stimulant only. Box 199P, BROADCASTING.

Tired of SOS? Will trade sparkling format operations proven to top top-40. 1965 ideas, 15 years experience all phases for GM. Sacrifice starting pay for prospects, free hand to create live and lively radio. Your station plus my talents equal money for both. All offers considered. Gulf coast preferred. Investigation invited. Box 208P, BROADCASTING.

Absentee owners: Versatile couple available relocation station management. Offer thirty-five years combined experience, ideas and ability to build—profit and community good will at minimum expense. Excellent in sales and production. First phone. Box 209P, BROADCASTING.

Addressing station owner of facility in pleasant living small or medium community considering manager-sales manager. Thoroughly experienced all phases. Energetic sales producer, persuasive, adaptable salesman, cost conscious administrator, good personnel relationships, excellent broadcaster, handle all details station operation, create, execute saleable ideas, stations interest foremost. Married, early 30's. Presently sales manager, 5 years highly competitive multi-station market. Let me hear from you. Box 220P, BROADCASTING.

Announcers

Sports announcer, play-by-play experience. 2 years college and professional broadcasting school. Box 232P, BROADCASTING.

One year—one station—one salary. Desire change. Preferably night work. Single, 23. Any reasonable offer. Must give my boss two weeks' notice. Box 233P, BROADCASTING.

Desire employment with network owned and operated station as personality. 6 years dj, news, special events and mc. Now earning 6 thousand a year. Married, family, education Penn State. Top references from nationally known people in the industry. At present employed in the northwest. Box 234P, BROADCASTING.

Young man, professionally trained, no experience. Looking for place to start. Will work hard. Call or write, Monte Hale, YMCA Hotel, 826 S. Wabash, Chicago 5, Illinois.

Young man with one year previous experience, just graduated from professional broadcasting school. Especially strong on commercials, popular music, ad libs. Would like chance to do play-by-play. Able to do good job on anything asked. Phone or write, Chuck Patrick, YMCA Hotel, 826 S. Wabash, Chicago 5, Illinois.

Situations Wanted—(Cont'd)

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

Disc jockey, young, talented, intelligent, cooperative. News, operate board. Box 975M, BROADCASTING.

New Yorker, 3½ years experience in all phases of radio-tv. Prefers program director's position, will accept staff work. Available immediately. Good references. Box 970M, BROADCASTING.

Negro dj. Smooth tape, will show talent, intelligent sales background. Box 972M, BROADCASTING.

Veteran sportscaster with top rated radio and tv shows desires good sports opportunity. Shows solidly commercial. 12 years experience. Excellent play-by-play baseball, basketball, football, boxing. Good interview technique. News and special events background. Presently employed but desire more challenging sports assignment. Box 990M, BROADCASTING.

College grad, speech-radio major. Strong news, commercial, record shows. Mature voice. Tape, best references on request. Box 997M, BROADCASTING.

Experienced radio announcer, dj, single, presently employed, seeking larger market, preferably in mid-south. Box 103P, BROADCASTING.

DJ personality. Air salesman, not a screamer. First phone six years. Desire major market station. All replies answered. Box 113P, BROADCASTING.

Announcer, young. Intelligence, determination, chief assets. Operate board. Tape available. Box 134P, BROADCASTING.

Married. 12 years in major market. Prefer western climate and money. Box 161P, BROADCASTING.

Top-notch, experienced announcer. Strong play-by-play all sports, dj and news. Box 163P, BROADCASTING.

Dee-jay with ability to sell, desires position in large market with opportunity to do some television. Fourteen years experience. Box 164P, BROADCASTING.

Climbing, young, married announcer-engineer. Relocate Minnesota-Wisconsin. Personality, dependable. Box 166P, BROADCASTING.

Situation wanted as an English or Spanish announcer. Have experience on both, single, age 22, will travel. Desire permanent position, have informative voice. Box 168P, BROADCASTING.

Announcer-dj. Experienced veteran. Prefer Massachusetts, New Hampshire, Conn., or Maine. Resume, photo, tape on request. Box 171P, BROADCASTING.

Experienced announcer. 33. College. Family. News. Will sell, copywrite. Box 172P, BROADCASTING.

Play-by-play, class C baseball, college sports. Presently employed, network station, 5000 watts. West or mid-west. Board work, strong news, dj, moving up. Some tv. Box 173P, BROADCASTING.

Radio announcer 12 years experience. 8 years program director same station. Wants shot at radio-tv setup or tv only. Seeks announcing plus tv production and direction experience. Go anywhere. Box 174P, BROADCASTING.

Announcer, limited experience, seeking chance to prove his worth. Two years college radio. Graduate professional radio school. Will travel. Anxious to please. Tape on request. Box 178P, BROADCASTING.

Personality-dj. Adult music. Creative, gimmicks, commercials. Cooperative. Tape available. Box 181P, BROADCASTING.

Morning man—radio, 16 years experience. TV-announcer-host, over 4,000 live on camera commercials. Well known voice and picture. Five figure minimum. Personal interview. Top market only. Presently employed in New York City. Box 182P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Combo first phone, announcing experience, available two weeks. Young. Single. Would like station relatively near Washington with opportunity to learn transmitter maintenance. Box 184P, BROADCASTING.

Announcer—first phone. Married, 33 years old. Experience at 1000 watt daytime station. Tape and resume on request. Box 188P, BROADCASTING.

Married man with four mouths to feed wants good solid opportunity. Tired of being pushed around. 23, 5 years experience. Top rated deejay, would like sales opportunity. Box 194P, BROADCASTING.

Broadcaster, 31 years old, married, family, 12 years experience in the radio industry, desires program director or production position. Box 196P, BROADCASTING.

Like help! Not rapid paced jock looking for job in Florida. Nite owl looking for permanent roost with quality sound. Farewelled top ten markets for dream which nightmared. Reply Box 201P, BROADCASTING.

Experienced announcer, family man, steady. Minnesota, Wisconsin, Michigan preferred. Excellent references. Box 200P, BROADCASTING.

Being clobbered by top 40? PD with answers looking for honest operation with questions. It can be done, I've done it. Don't want to join 'em, want to fight 'em. Reply Box 202P, BROADCASTING.

Mr. Chameleon—Friendly personality deejay of many voices and ideas. Available early October. Prefer Wisconsin-Illinois. Box 211P, BROADCASTING.

First phone morning deejay. Experienced all phases, especially news. Employed. Box 215P, BROADCASTING.

Top-flight announcer with pd experience, seeks staff-dj work in larger market. Steady, mature. Box 222P, BROADCASTING.

Top-flight female staff announcer with new and exciting copy ideas, six years experience, excellent musical background, outstanding selling voice, desires to locate permanently either Florida coast. Box 223P, BROADCASTING.

Swingin' top 40 dj available immediately. Two years modern radio, married, dependable. Box 224P, BROADCASTING.

Announcer, 12 years experience, disc jockey, news staff work in general. Prefer staff job with emphases on news. Can operate board. Box 225P, BROADCASTING.

Outdoorsman—20 years experience, 10 present job. Top-rated free-lance deejay, c&w or pop. Outdoor news. Farm reporter. One million market. First ticket. Station sold. Desires smaller market with good hunting and fishing. Northwest states, or Alaska. Age 37. Family near grown. Available 90 days. Phone person-to-person: C.S., University 3-3498, 14503 Painter Ave., Norwalk, California.

Combo-man; first phone, trained in all phases of broadcasting; married; prefer western states; available now. Fred Mull, 7012 B Rugby St., Huntington Park, Calif. Ph. Ludlow 8-2646.

Combination men (2). Staff announcing. Pathfinder, 510—16th St., Oakland, California. Twinoaks 3-9928.

Staff announcing at small station in Rocky Mountain area. Attended Midwestern Broadcasting School in Chicago and worked part-time at small station. Can write and sell. Write Ralph Shaffer, 4163 Knox Ct. Denver, Colorado.

First phone announcer. College and experience. Brad Melton, 5319 Rocky Ridge, Dallas, Texas. FR 4-7568.

Announcer, first phone, top forty experience. Jim Jones, Route 4, Martinsville, Virginia. Phone Mercury 8-9833.

Technical

Chief engineer, experienced, desires daytime station in south Florida. Reply Box 806M, BROADCASTING, or phone Cocoa, Florida, NE 6-1499.

Situations Wanted—(Cont'd)

Technical

1st phone man with six years experience in radio and tv. Also some construction and maintenance. Available with two weeks notice. Box 125P, BROADCASTING.

Chief or staff. Twelve years as chief. Highly qualified and reliable. Want permanency and incentive with reliable organization. Family. Resume. Box 162P, BROADCASTING.

Announcer-first phone. Fully experienced air salesman. Box 203P, BROADCASTING.

Engineer, five years' experience; three weeks notice; no announcing; now employed. Box 228P, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief engineer—5 kw am da-high power fm. Remote control - installation - maintenance. Prefer chief 1 kw or staff job large station. Best references. Box 229P, BROADCASTING.

Chief engineer-announcer. Good in both departments. Want position with future. Box 231P, BROADCASTING.

Chief engineer-announcer, over 20 years experience, know radio from ground up. Family man, prefer southeast, available immediately. W.J. (Bill) Evans Jr., 480 Pine Needle Road, Athens, Georgia.

CAREER
OPPORTUNITIES IN VIDEOTAPE*
FOR
TV SPECIALISTS
(sales and technical)

• *Ampex Corporation's Professional Products Division needs qualified television industry specialists to help market the new VR-1000B Videotape* television recorder, camera and tv system.*

• *Heavy current demand and rapidly growing market potentials provide excellent opportunities for early advancement.*

• *Company benefits include fully paid medical and life insurance, travel protection, profit sharing and bonus plan. Liberal salary and expense account policies.*

POSITIONS AVAILABLE

(in **home office:** Redwood City, Calif.; in **district offices:** New York, N. Y., Hollywood, Calif., Atlanta, Ga., Chicago, Ill., Washington, D. C.)

Videotape* Recorder Sales Representatives

To sell recorders to men at top levels of management and engineering in TV broadcast and closed-circuit installations. Should have at least 5-yr. background in technical and/or program sales. Supervisory experience desirable. College degree or equivalent.

Camera & TV System Sales Representatives

To sell complete Videotape* systems to men at top levels of management and engineering in TV broadcast and closed-circuit installations. Should have at least 5-yr. background in technical and/or program sales or program production/direction. Supervisory experience desirable. College degree or equivalent.

TV Systems Installation & Maintenance Engineers

To install and service VR-1000B recorders and TV cameras. Should have at least 5-yr. background in TV equipment maintenance with some supervisory experience. College degree or equivalent with emphasis in technical subjects.

TV Camera & Recorder System Engineers

To design and diagram Recorder system applications, including camera and other tie-in equipment. Should have at least 5-yr. background in TV station design engineering. Supervisory experience desirable. Engineering degree or equivalent.

For a personal interview, *please send detailed resume including references to: John K. Doolittle, Ampex Corporation, Personnel Department, 2400 Bay Road, Redwood City, California.*

934 Charter Street

AMPEX
CORPORATION
professional products division

Redwood City, Calif.

*TM Ampex Corporation

Offices and Representatives in Principal Cities Throughout the World

Situations Wanted—(Cont'd)

Technical

First phone. Three years directional, maintenance, construction experience. Ham. No announcing. Available September. Jay Suter, 2049 East 115th Street, Cleveland 6, Ohio.

Chief engineer-announcer, 8 years experience, good voice. Can sell, service accounts, and do play-by-play sportscasts. W.M. Highfill, KLEA, Lovington, New Mexico.

Production-Programming, Others

Gal Friday—type, write copy, handle air work, train. Box 974M, BROADCASTING.

News, sports or program directorship. Medium midwest. 10 years experience all phases. Box 119P, BROADCASTING.

Energetic, colorful news director and newscaster, presently employed, seeks alert outfit in busy market. Box 165P, BROADCASTING.

Wisconsin, Minnesota, from your area, would like to locate in your state. Four years radio, two tv, past radio tv-pd and operations. Announce on camera, booth. Now employed, 24, single, no drifter. Box 175P, BROADCASTING.

Girl Friday: Experienced, versatile, eager, best references, prefer midwest, begin immediately. Box 176P, BROADCASTING.

Program director-promotion manager. 16 years in all phases of radio. Thoroughly experienced in all phases programming. Have had own agency. Former promotion manager for large chain super markets. Currently empoyed as station manager 1,000 watt. Number one in market. Married. Reliable. Best of references. Will go anywhere. Will do best possible job as program director-promotion manager. Box 179P, BROADCASTING.

Economy wave victim: Seven years experience:—as news and sports director. Ohio State university journalism graduate. Desires stability; will give you top notch news coverage. Former employer highly recommends. Box 183P, BROADCASTING.

Sports director looking for football, baseball, basketball play-by-play. Experienced. Also doubles as dj. Box 190P, BROADCASTING.

Good announcer-deejay with news, copy, sales experience. Seeking program director-assistant manager position with small-medium market station. College grad. Box 192P, BROADCASTING.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

TV salesman wanted for New York state, NBC outlet. Base plus commission, Send full resume to Box 205P, BROADCASTING.

Tv program, only one of it's kind, now in 8th year operating successfully on four Virginia and North Carolina stations. Salesman works directly out of station. Now adding additional markets. Nominal salary, commission and car allowance, immediate opening. Write Box 218P, BROADCASTING.

Help Wanted—(Cont'd)

Sales

TV account executive. Experienced in radio or tv local-regional sales. To take over top billing account list on one of the best CBS-TV stations in the Carolinas. Now in our 10th year of operation. This position offers good base, fringe benefits, and attractive commission arrangements that enable you to build your own future. No limit on earnings. We want a family man with sincere desire to work and make money. Your record must stand rigid investigation. Send complete details including sales record on local and regional accounts, with photograph to Don Pierce, Local Sales Manager, WFMY-TV, Greensboro, N.C.

Announcers

Announcer—Experienced, mature, able to sell on camera. Send resume, photo, tape and salary requirements. Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

Technical

ETV engineer: to be in charge of microwave and new studio operations and maintenance; possibility of advance to chief; 2 years tv experience, 1st class, some college preferred. Send photo, how you can fit job, references to WJCT, 1070 E. Adams, Jacksonville, Fla.

Expanding—Small Division of an international organization. Video tape recording tv maintenance engineers for checkout and/or R&D on video tape recorders. Mincom Division—3 M, 2049 So. Barrington Ave., Los Angeles 25, California.

Production-Programming, Others

Art director for large southern market radio-tv operation. Must be sharp, fresh and creative. Principal duties—preparation of commercial slides and sales promotion pieces. Salary open. Send resume, sample material and photo to: Box 106P, BROADCASTING.

TELEVISION

Situation Wanted—Management

Fifteen years experience: Newsgathering, television operations, film production. Veteran, married desires position management trainee large progressive station. Tape, resume, references. Box 160P, BROADCASTING.

Promotion Manager—Experienced all phases radio-tv promotion desires to relocate. Excellent background and references. Box 236P, BROADCASTING.

Sales

Salary secondary to television opportunity. I specialize in tough sales problems, am seeking challenging television sales managership. Top biller five years major eastern market, two years multi-station. Aggressive, hard working team player, late thirties, church member. Box 830M, BROADCASTING.

Announcers

College grad tv-communications. Experience in all tv production jobs. Excellent camera personality, mature voice. Strong news, commercials. Writer. Knowledge film and sales. Photo, references. Tape on request. Will travel for interview. Box 996M, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Studio engineer with 3½ years experience in all phases studio operation seeking a permanent position. 1st ticket. Box 156P, BROADCASTING.

Ten years am-tv experience including administration, maintenance, construction. Presently chief engineer, but will consider other technical supervisory position in permanent location. Proven ability, references. Box 186P, BROADCASTING.

Production-Programming, Others

Available September—Production manager. Eight years network experience. For resume and information write Box 849M, BROADCASTING.

Production assistant, 3 years experience in large market desires to relocate small market as production manager. College graduate, family, highest references. Salary open. Box 932M, BROADCASTING.

Director, presently employed—wants station with live programs. Box 938M, BROADCASTING.

ETV program director-manager. 8 years vhf, uhf, closed-circuit tv (commercial and educational). Experience includes art and film direction. MA degree (education), family man, 35. Want New England or midwest educational tv position. Salary open. Will teach part-time. Box 114P, BROADCASTING.

Director-announcer, 6 years all phases of production, presently employed D.C., 25, married, BA. Box 123P, BROADCASTING.

Eastern Pennsylvania agencies, stations. Male copywriter, 12 years metropolitan radio, tv, agency. Must relocate. Highly recommended. Box 155P, BROADCASTING.

Station manager, r/tv. Capable, programming and sales. Proven record. Box 180P, BROADCASTING.

Talented tv announcer-director-personality. Six years tv. Am artist-cartoonist with successful record in children's and weather shows. Good on news-interviews. College grad. Box 191P, BROADCASTING.

Never topped on tv. #1 rated newscaster, 7 years top ten market am-tv. Network exclusives, creative writer documentaries. College through masters—34, married, excellent voice, appearance, character. Available 3 weeks notice. Box 193P, BROADCASTING.

Television director—Available immediately. B.S. Radio-Television Indiana University. Experienced all phases. Complete personal history and references ready to send. David E. Rice, 625 West Washington Street, South Bend, Indiana. CEntral 3-2531.

FOR SALE

Equipment

Skyline tower 360 feet, including beacon and side lights. Box 177P, BROADCASTING.

Complete G.E., 1 kw fm transmitter in first class condition, less console. Write for list of components and price. Box 221P, BROADCASTING.

Model BC-250-D 250 watt Gates transmitter, in excellent condition, also Gates antenna tuning unit, remote antenna unit and about 175 feet 3⅛ coaxial. Contact Norbert Fritz, KNAF, Fredericksburg, Texas.

W.E. 353E1, 500/1000 transmitter, like new working. W.E. 1C frequency and RCA 66A modulation monitors, both excellent working condition. New limiter, like W.E. 1128C. Loads of new spare tubes for everything. Package $2500 cash, carry. See this. KOXR, Oxnard, California.

Two Berlant BRX-1 tape recorders with cases, cost $650 each. Yours $200 each. RCA limiter 86A1, $100. All in service. Air mail KOZE, Lewiston, Idaho.

One Western Electric 23C console, $250.00; two RCA BN2A remote amplifiers, $275.00 each. All in excellent condition. One Ampex 601-2 stereo recorder with input transformers, in new condition, $750.00. P.O. Box 5455, Jacksonville, Fla.

FOR SALE—Kine Recording Heads with Magazines (with audio amps. and galvo's). Brand new. Six available for immediate delivery. Priced at $3750 each. Also—one Kine Recording Unit. Complete . . . unused . . . ready to operate. Priced at $7500. Write or call—Attention Mr. B. Presti.

EDUCATIONAL TELEVISION DEPT.
BROADCAST EQUIPMENT DIVISION

SARKES TARZIAN INC

east hillside drive • bloomington, indiana
edison 2-7251

FOR SALE

Equipment—(Cont'd)

Windcharger #300 galvanized 190 foot am-fm tower, 35 foot pylon, beacon, obstruction lights. Box 238P, BROADCASTING.

Complete radio broadcasting equipment—RCA model 5 DX transmitter, 5 kw, now operating in good condition on 1150 kc. Includes three Blaw Knox self-supporting antenna, 223, 223, and 465 feet high, tower beacon equipment, transmission lines and couplers, monitoring and metering devices, and text equipment. Sealed bids will be opened at 2:00 P.M., CST, August 25, 1959. Address inquiries and requests for bid forms to Director of Business Affairs, East Baton Rouge Parish School Board, P.O. Box 2950, Baton Rouge, Louisiana.

Weather warning receivers for Conelrad and Disaster Weather Warnings Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

Stephens Wireless microphone complete used, in excellent condition—$250.00. Camera Equipment Co Inc., 315 W. 43rd St., New York, JUdson 6-1420.

1-Presto 85-B recording amplifier and rack mount power supply 8-N disc cutter and 2-speed table, 1-D cutter, outside-in, inside-out, in good condition. Box 4116, Dallas, Texas.

RCA 3 Bay channel 5 tv antenna, 900 feet 3⅛" copper coax line, 4 elbows, hangers, fittings, etc. All in good condition and now mounted on tower. P.O. Box 600, Washington 4, D. C.

WANTED TO BUY

Stations

Responsible individual wants to buy radio station in $50,000 to $150,000 class in Florida, north, west coast or Rocky mountain. Box 159P, BROADCASTING.

Cash for profitable or unprofitable station in western Pennsylvania or N.Y. No brokers. Box 210P, BROADCASTING.

Wanted—One problem station in mid-west, will buy under short term contract basis. Replies confidential. Box 217P, BROADCASTING.

We believe Chapman Company can save you time, effort, and money in the sale of your station. A single meeting will outline this for you. Give us a call and "we'll come running." You will be under no obligation. You will then have additional information on which to plan the future. Chapman Company, telephone TR 4-7821, or write, 1182 West Peachtree, Atlanta 9, Georgia.

Equipment

Wanted: Used consolette or small console in good condition for recording studio. WDEC, Americus, Georgia.

Audio console, video distribution amplifiers, relay type video switcher, monitors. O.W. Harrell, Chief Engineer, WEDU, Tampa, Florida.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Planning "prestige" programming? "Fine music" format? Installing fm? Need advice? Professional radio program consultant. Sam Scott, KCUR-FM, 5100 Rockhill Road, Kansas City, Missouri, Delmar 3-7878.

RADIO

Situations Wanted—Management

STATION OWNERS

Top - Rated Major - Market Radio Personality Available for Interest in Station.

Nationally-recognized radio personality in top ten market, with over 25 years of successful know-how in management, sales, programming and promotion—plus tremendous record library and national contacts—desires interest in station in substantial metropolitan market.

Box 158P, BROADCASTING

RADIO

Help Wanted—Announcers

DJ's...ANNOUNCERS

Sharpen up your show! Cash in on the Agency spot work! Learn any dialect and learn it right from a teacher with pupils on Broadway. Anyone can learn with this simple, fast method of taped and written instruction. You actually can see and hear the sounds. (Cockney, Russian, German, Italian, Irish, French, Scotch, Swedish, you name it). $35.00 per dialect on tape, $45.00 on disc. SEND CHECK OR MONEY ORDER TO:

J & J Enterprises
Box 5343
Nagel Station
St. Louis 15, Missouri

BROADCAST STUDIO SYSTEMS

ENGINEERS

The RCA Broadcast Division has several challenging openings in its systems group for engineers qualified to plan television operating systems for broadcast stations and closed circuit customers. The work involves taking customer requirements, translating them into functional system drawings, and often getting the system installed and tested. Design and construction of custom built equipment items are part of the work. An engineering degree is preferred.

FOR INTERVIEW WITH ENGINEERING MANAGEMENT

Please send resume to:
Mr. C. B. Gordon, Dept. ZC-14H
Professional Placement
RCA, Bldg. 10-1
Camden 2, N. J.

EQUAL OPPORTUNITY

RADIO CORPORATION OF AMERICA
Industrial Electronic Products

Help Wanted—(Cont'd)

Announcers

HAWAII CALLS

Top flight disc-jockey. Must know tight operation. Rush aircheck, resume, photo, references. Top station —wonderful living. Address all replies to Program Director, P.O. Box 5428, Honolulu, Hawaii.

TELEVISION

Help Wanted—Sales

TELEVISION OPPORTUNITY KNOCKS

— WANTED —

Special TV sales representative for one of world's largest TV film distributors.

A hard working salesman can make substantial income with drawing account and liberal commissions.

Excellent growth possibilities.

Several important territories remain open to those selected.

APPLICANT MUST BE WILLING TO TRAVEL

Write Qualifications to P.O. Box 1034, Studio City, California

TELEVISION

Help Wanted—Technical

TELEVISION ENGINEERS WITH FIRST CLASS LICENSE

Needed by expanding top Florida station. Must have experience in studio operation, remotes, video-taping and maintenance. Men with less than five years experience need not apply. Send full details, background and photo to

Box 204P, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

WANTED RESEARCH ANALYST, TV STATION

Assistant to Sales Development Head of N.Y.C. TV Station. 2 years minimum TV experience. Knowledge of ratings. $90-$100 start. Send resume to Box 213P. BROADCASTING.

WANTED CRACK NEWSMAN

Top-flight reporter, writer, on-air personality to join quality TV news staff. Send kine, other evidence, or bring lively body to Bruce Palmer, News Director, KWTV, Oklahoma City.

PROGRAM DIRECTOR NEEDED by WFMY-TV Greensboro, No. Car.

If you are experienced as a program director or operations manager . . .

If you have administrative ability and can supervise a big department . . .

If you know programming at the local level . . .

If you know film purchasing . . .

If you are truly creative . . .

If you have sound, mature Judgment . . .

We have an excellent opportunity for you . . .

We have one of the top markets in the southeast . . .

We have a 10-year-old CBS station with fine equipment in new million dollar plant . . .

We have a competent staff . . .

We have good salary for this market . . .

What are your requirements?

Our programs director of nine years is going into fulltime church work. Would like to replace him by October 15.

If *you* think you are the man of ability and character we want, write Gaines Kelley, General Manager, WFMY-TV, with complete information on your background and experience. Send photo.

If *we* think you are that man, we will arrange personal interview.

All applications confidential.
Box 235P, BROADCASTING

FOR SALE

Equipment

WEATHER • RADAR

Raytheon 10 CM 275 KW Output PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!). Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH INSTRUMENT CO.
550 5th AVENUE
NEW YORK 36, N. Y.

WANTED TO BUY

Stations

WANT IMMEDIATELY

To buy radio property doing hundred thousand a year or better. Market location unimportant, but property must have three year history of not less than seventy five thousand gross. Send all available data to Present Radio Investment Corporation, 6301 West 44th Ave., Denver 12, Colorado.

REP WANTED

For high gross Minnesota independent dissatisfied with present rep in Minneapolis area. Wants more than present 2% national.

Box 167P, BROADCASTING

FOR LEASE

FM Sub Carrier for background music service. 79,000 watts metropolitan Los Angeles area.

KNOB

7153 Pacific View Dr. Hollywood 28, Calif. Tel: HOllywood 7-0454.

Media Investments Company
6381 Hollywood Blvd.
Los Angeles 28, Calif.
Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

MISCELLANEOUS

LOVELY DOGWOOD TREES:

Finest of native trees is Cornus Florida—(White Flowering Dogwood). Cover your property with them at this fantastic price: 3 to 4 feet; 25 for $20.00; 100 for $65.00, 200 for $110.00.

ORNAMENTAL EVERGREENS:

Canadian Hemlock, Rhododendron Maximum, and Mountain Laurel. 2 to 3 ft. 25 for $20.00, 100 for $65.00, 200 for $110.00. Limited Offer. So **RUSH** your order **TODAY.** Will make shipment when same is wanted.

W. R. McGuire
Milligan College, Tenn.

FOR SALE

Stations

Fla.	Single	500w	$50M	Terms
N.Y.	Single	1kw-D	90M	Cash
S.C.	Single	1kw-D	48M	Terms
Fla.	Small	5kw-D	115M	Terms
Wash.	Small	1kw-D	95M	Terms
Pa.	Second	1kw-D	100M	Terms
N.C.	Second	250w	78M	Terms
Cal.	Second	500w	175M	Terms
Tenn.	Medium	250w-F	85M	Terms
La.	Medium	1kw-F	158M	Terms
Ky.	Medium	1kw-F	175M	Terms
Mich.	Medium	1kw-F	250M	Terms
Miss.	Metro	1kw-D	98M	Terms
N.E.	Monop.	250w	135M	Terms
Rocky	Metro	10kw	235M	Terms
Fla.	Large	250w-D	250M	Terms
S.E.	Major	5kw-D	225M	Terms
S.W.	Small	AM-TV	275M	Terms
S.E.	Small	VHF-TV	450M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

Arizona, 1000 watts fulltimer, **$75,000.** Colorado, 1000 watts daytimer, **$100,000.** 29% down. Long payout. Arizona daytimer, **$100,000.** California FM, **$75,000.** Arizona, 5000 watts daytimer, **$140,000** for control. Attractive terms.

WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers — Consultants
8630 W. Olympic, Los Angeles, Calif.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Continued from page 102

Columbia Pictures Corp.—Fico Corp. bought 20,000 shares raising its holdings to 117,430; Samuel J. Briskin acquired 2,000 shares for 2,050 individually owned.

Crowell-Collier Publishing Co.—Eugene J. McCaffrey bought 4,375 shares, his first stock in firm; R. Earl Chandler sold 6,500 shares leaving him with 12,000; Clarence E. Stouch disposed of 1,000 shares leaving him with 68.

Emerson Electric Co. — Byron W. Jackson acquired 130 shares for 385 total.

Filmways Inc.—Al Simon purchased 500 shares for 1,000 total; William Cowan bought 500 shares for his first stock in Filmways; Richard B. Sage sold 400 shares leaving him with 8,840.

Hoffman Electronics—Bruce L. Birchard purchased 600 shares and sold 200, in three separate transactions, leaving him with 600.

FOR SALE

Stations—(Cont'd)

1000 WATT DAYTIMER

Georgia town of 5000. Price $50,000.00 with $20,000.00 down. Valuable Real Estate included.

Box 894M, BROADCASTING.

500 WATT DAYTIMER

in a top market with wonderful potential. $150,000 including acreage in real estate. Transmitter remoted.

Box 124P, BROADCASTING.

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Loew's Inc.—George Killion bought 500 shares for 10,000 total.

National Telefilm Assoc.—E. Jonny Graff, in four transactions, bought 3,300 shares, sold 1,000, leaving him with 4,600.

National Theatres Inc. — B. Gerald Cantor purchased 2,400 shares, giving him 102,400 individually; Cantor, Fitzgerald & Co. purchased 3,100 shares for 18,100 total; Burt Kleiner bought 3,000 shares, giving him 15,000.

Paramount Pictures Corp. — George Weltner bought 200 shares for 445 total.

Philco Corp. — Charles S. Cheston sold 200 shares leaving him 2,300; Oscar O. Schreiber sold 100, leaving him 1,577.

RCA—Robert A. Seidel bought 4,000 shares, giving him 4,500; Theodore A. Smith raised ownership to 2,743 shares by purchasing 2,000; John Q. Cannon bought 400 shares for 858 total; George W. Chane bought 400 shares, giving him 418; David Sarnoff sold $17,200 in 3½% convertible debentures he held.

20th Century-Fox Films Corp. — James A. Van Fleet acquired 200 shares for 500 total.

United Artists Corp. — Leon Goldberg purchased 100 shares, his first stock in firm.

Universal Pictures Co.—N. J. Blumberg, John J. O'Connor and Budd Rogers each purchased 100 shares, for each his first Universal stock.

Westinghouse Electric—R. D. Blasier bought 1,350 shares for 2,183 total; Francis E. Dalton purchased 250 shares giving him 1,001; W. O. Lippman purchased 500 shares for 1,921 total; George G. Main acquired 1,000 shares giving him 1,350 individually and 400 in trust; Otis O. Raw bought 250 shares giving him 1,386; W. W. Sproul Jr. bought 1,200 giving him 2,276.

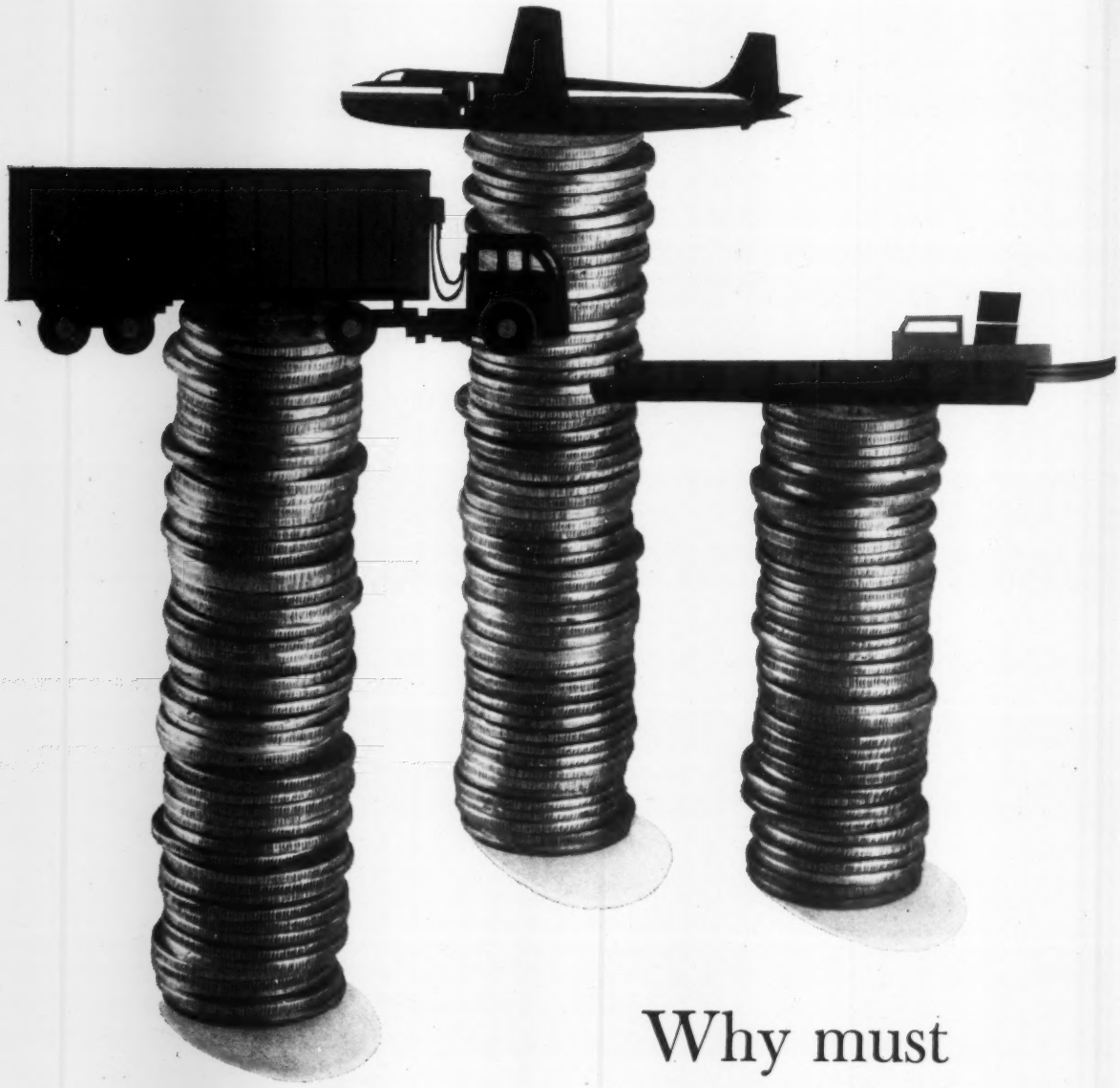
Zenith Radio Corp. — Clifford J. Hunt sold the 1,230 Zenith shares he formerly held; Frank A. Miller sold 300 shares leaving him with 1,700.

BILL RAMBEAU REPORTS:

Having sold my interest in Rambeau, Vance, Hopple, Inc. and resigned as President of that company, I tried retiring but learned I could not take that for more than a month. So, I have opened an office in Manhattan to serve as headquarters for a temporary consulting service for a couple of old friends in the broadcasting field. That will do for interim employment but I am a salesman and frankly I am looking for something to sell. Must be interesting, honest and have a profit angle. If you have a sales problem maybe I can be of service to you.

William G. Rambeau

10 East 43rd St., New York 17, N.Y., Telephone OXford 7-8896



Why must public funds support private interests?

Nearly $150 billion has been spent by federal, state and local governments on highways, airports, airways and the inland waterways system. Many additional billions will be spent to expand, improve and maintain these facilities.

Much of this money has been and continues to be provided by general taxpayers through income taxes, property taxes and other *general* taxes they pay.

These transportation facilities, supplied by the public, are used extensively by carriers in competition with the railroads. In many instances none of the expense of construction, maintenance and operation is recovered through user charges – such as fuel taxes, license and registration fees and graduated weight-mile charges.

Shouldn't an adequate share of the costs of these facilities be paid by private business interests who use them for profit? Shouldn't the tax-paying public be relieved of this burden?

ASSOCIATION OF AMERICAN RAILROADS • *Washington 6, D. C.*

OUR RESPECTS TO . . .

Arthur Mac Tolchin

A new horizon loomed invitingly last March for Arthur M. Tolchin, who had just been elected vice president of Loew's Theatres Inc., in charge of WMGM New York, and who has been associated with that station for 22 years. While WMGM was already pointed toward a record-grossing year, together with its highest ratings, prospects for continued growth now appeared evident to WMGM's executive vice president. March 12 was the effective date of the Loew's Inc. corporate split, which placed WMGM under the new corporate entity of Loew's Theatres Inc.

It is no secret that Loew's Theatres plans to expand in the radio field, and WMGM stands to benefit by Loew's resources and confidence in radio. Not hiding his air of optimism, Mr. Tolchin says the experience of Loew's executives in the arts of show business represents a definite plus for WMGM. Regretting the loss of his associates who were branched off to Loew's Inc. as a result of the split, Mr. Tolchin says that "fortunately, I find it satisfying to pick up with another tremendously bright, resourceful group of people who will assist the progress of WMGM."

Mr. Tolchin's awareness of what a radio audience listens to is sharpened each morning and night when he conducts his surveys of car radio listening habits. He drives to his office at 400 Park Avenue from his home in Harrison, N.Y., a practice he finds rewarding because it enables him to hear what other drivers are listening to and also to "monitor" other stations.

Big Breaks • Mr. Tolchin's enthusiasm for radio is unbounded, especially radio in the New York market. He expresses it this way. "Two of my biggest breaks have been (1) deciding to come to New York, which is certainly the friendliest city in the world, and (2) finding this business of radio, an industry that is teeming with bright, alert and intelligent people, making it very easy to do a successful job."

Things were not easy when Arthur Mac Tolchin first came to New York in September 1935, fresh from a year at the Gustav Marx advertising agency in Milwaukee and college at the Ferris Institute in Big Rapids, Mich., where he had studied a general course and played some basketball. While a senior at the U. of Wisconsin High School in Madison, he had played center on the 1931 state championship team. The position of center seems logical for the six-foot, four-inch Mr. Tolchin.

As a youngster growing up in Milwaukee, where he was born May 20, 1914, the WMGM head says he "ran the gamut" of summer and parttime jobs—shining shoes, shoveling snow, delivering newspapers and working in a drugstore.

Politeness Pays • Came the fall of 1935 and feeling venturesome, Arthur journeyed to New York, armed with a letter from the local Goodyear Tire & Rubber Co. dealer who had recommended him to Arthur Kudner of the Kudner Advertising Agency. He didn't get a job, but struggled along until the following March when he was hired on the strength of a "gesundheit" during his interview at WOR New York. Coming from the German-settled city of Milwaukee, Arthur had learned some of the language, and when his interviewer, Walter Neff, WOR sales manager, sneezed Arthur politely said "gesundheit." Coincidentally, Mr. Neff could speak German and Arthur ultimately was hired as a salesman after finishing the interview in German.

He stayed with WOR until October 1937 when he accepted a similar post with old WHN New York, which in 1948 changed to WMGM. Selling turned out to be Mr. Tolchin's forte. In 22 years he estimates his total of radio time sold for that station at $16 million, a record he claims is unsurpassed by any other single person for a single station. He was named assistant director of sales in 1945 and director of sales in 1951. In September 1954 he became head of the station.

WMGM's Arthur Tolchin
A New Yorker's Milwaukean

Athletic interests in his youth may have helped extend Arthur Tolchin's competitive spirit into radio management activities but he still pursues sports on many fronts. These interests may take him to Vermont or Canada for winter skiing, to Nassau and Bermuda for water skiing and skin-diving, or anyplace in between where the fishing might be good. He plays golf frequently at the Harrison Country Club where he has a 15 handicap. A little over a year ago he was awarded a cup for a hole-in-one he made on a 136-yard hole—with a No. 2 iron!

An interest in flying airplanes was given up about four years ago, Mr. Tolchin says, because of too many other demands on his time. This activity reached a peak in the World War II years when he was a flight officer in New York's Knickerbocker Squadron of the Civil Air Patrol.

Personalities Plus • Mr. Tolchin identifies WMGM, with its music-news-sports format, as a personality station. Carrying the ball through the 22-hour broadcast day is a staff of personalities whom he prefers not to call disc jockeys because he believes they are much more than just men calling the tunes on the turntable. His personalities must not only keep up with trends in music and be able to talk well between records, but also sell merchandise.

Programming features at WMGM include the airing of all New York Yankees baseball games, now carried for the second year of a five-year contract. Before the Dodgers moved west, WMGM aired all that team's games from 1941 to 1957.

Mr. Tolchin is particularly proud of his station's public service programming which he says today enjoys "recognition that has been made manifest to it from almost all areas of governmental and charitable agencies."

Other special programming at WMGM, which Mr. Tolchin states will have an overall gross for 1959 of at least 10% higher than 1958, includes a feature called *Neighborhood News*, which serves as a community bulletin board and is aired at various times throughout each broadcast day, and its *Take a Break* series in which clergymen of every denomination participate with minute-long spiritual messages.

Mr. Tolchin is married and has four children, the youngest born this past July 9. The children are: Bob 20 and Pat 18, both by a previous marriage; Kathy 4, and the newborn boy, Bruce. With the association of an aggressive parent company in Loew's Theatres Inc., a fine radio property, the biggest market in the world and a booming radio industry, the future is bright to Art Tolchin.

Tough job

CONSTRUCTION of a network television program schedule is a fascinating and terribly complicated piece of work. In many ways the jigsaw puzzle might be called a direct, but infinitely simpler, forerunner. Consider, if you will, a few of the factors to be kept in mind:

Audiences, advertisers and affiliates must all be pleased. Time slots and programs must be united compatibly. The competition must be watched. The critic cannot be ignored. The professional, although rarely a typical viewer, has his claque, and the do-it-yourself variety can be devastating in other, not always logical, ways. And there is always the stockholder. In the extreme or most vocal form his interest in dollar return is matched only by his unswervable conviction that the ideal schedule should consist of endless etudes by the Budapest String Quartet.

It is easy to see that program planners could become hopelessly schizophrenic if they did not have clear objectives in mind. A plan is essential. It is also helpful to others, for it shows where a network is trying to go and how it proposes to get there.

Against this background the program philosophies of the three national networks, as enunciated by key executives elsewhere in this issue, make illuminating reading. There are significant differences of approach, especially where ABC-TV, the newest competitor, is concerned. That is understandable, for different circumstances require different approaches. There are some politely bristling competitive claims, and that is understandable too, because each network must think its course is right. Their common objective is to provide the broadest possible base of appeal and that is both understandable and proper because, as its critics would let no one forget, television belongs to the people—but not, we might add, exclusively to the eggheads or the devotees of string quartets.

But there is no need to pursue that point now. Our purpose here is to say that, assuming execution on a par with the planning, the guiding philosophies promise a diversity and level of programming containing much to win the favor of all but the most diehard back-biters. For that loudly idealistic band we know of no salvation short of giving them a network and letting them uplift their way to the bankruptcy courts.

Quizzical

CAREFUL examination of all of the facts leads us to conclude that the current interest being manifested by both House and Senate committees in the quiz show issue is for headline purposes only. There can be no valid legislative objective because the criminal statutes are ample if crimes were committed—which they weren't.

A month ago—before the Congressional committees began their forays—we urged prompt release of the grand jury presentment based on last year's investigation. Release would have avoided the very developments now taking place. Congressional inquiries would prolong what is now a dead issue since the big quiz is practically nonexistent, and inevitably they would hold up to public ridicule those unwary contestants in quest of the big jackpots.

The grand jury had the opportunity to indict if it felt crimes were committed. Instead it delivered a report without naming names but condemning certain devices of manipulation or corruption so that these could be avoided in the future. The New York judge, however, ordered the presentment impounded, and subsequently invited the various parties to submit briefs. A decision on release of the grand jury report will be reached next month by General Sessions Justice Mitchell D. Schweitzer.

Both House and Senate committees have been given permission to examine the minutes of the grand jury investigation, as distinguished from the presentment. The committees thereafter presumably will determine whether to launch investigations to expose any fraud.

As we have observed, it would be reaching considerably to ascribe any legislative intent to such proceedings. When the complaint was first made about rigging of a particular program, the District Attorney in New York promptly instituted an inquiry, followed by the grand jury investigation of quiz programs generally. This was the proper course under our judicial processes.

For committees of Congress to insinuate themselves into the affair at this time can only be construed as another head-long dive into sensationalism. The House Legislative Oversight Committee, with a $200,000 appropriation, must be looking for ways to spend since it's quite a stretch from legislative oversight to quiz programming.

We hope that both Congressional committees will recognize the wisdom of avoiding an excursion into an area that gives no promise of yielding anything worthwhile but would cause untold embarrassment to many misguided contestants. Those culprits among the program packagers have had it already. There isn't a Chinaman's chance for them to get back on the networks.

And we hope that Justice Schweitzer will mete out justice by releasing the grand jury report. This would serve the public interest, and do infinitely more good than competitive head-hunting expeditions on both sides of Capitol Hill.

East and west

A NEWS dispatch relates that an East German Court has ruled it a crime to watch West German television. The Communist court sentenced two defendants in two different cases to imprisonment at hard labor for watching West German tv and allowing friends to watch too.

No embellishment is needed here to amplify the difference between communism and democracy. This is the same sort of despotism that results in the Soviet jamming of our international broadcasts and of Radio Free Europe.

Next month we welcome Soviet Premier Nikita Khrushchev with free access to our networks and their affiliated stations.

Drawn for BROADCASTING by Sid Hix

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